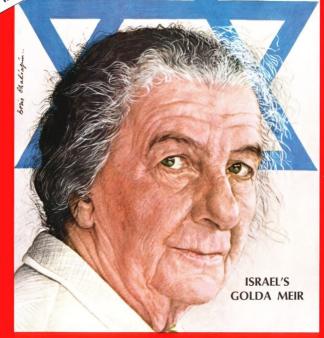
MIDDLE EAST: TOWARD THE BRINK





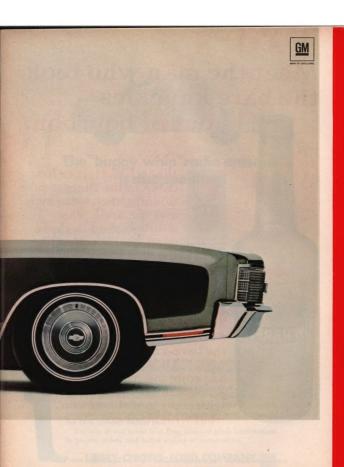
### Our big one: '70 Caprice

Eighteen gleaming feet of new. new colors, new trim, new 250-hp power disc brakes, new headaches New grille, new fenders, new hood, V8, new fiberglass-belted tires, new for higher priced makes.

Tough means we built even more car into the car, Steel beams in the car into the car into the car, Steel beams in the car into the car in







On the move: The Chevrolet '70s.

### Meet the man who took the bare knuckles out of bourbon.





One of the medals won since 1872 for being honest bourbon—but with manners.

When I.W. Harper first came to the Bluegrass Country, men were men and the drink was bourbon. And in those days, bourbon was like the sprawling land it

was born in. Lots of natural attraction, but it lacked polish. Which led I. W. Harper to ask himself: "Why not a bourbon without the bare-knuckled taste?" Today, people are enjoying Mr. Harper's answer in his fine whiskey. Honest bourbon—but with manners.

86 PROOF AND 100 PROOF BOTTLED IN BOND - BOTH KENTUCKY STRAIGHT BOURBON WHISKEY - 🔘 I. W. HARPER DISTILLING CO., LOUISVALLE, KENTUCKY



# The "buggy whip" radio antenna is disappearing.



# The "musical windshield" is big news on 1970 model cars.

Wires — so fine they are hard to see — are embedded in the plastic interlayer of the windshield and serve as the antenna for the car's radio.

With the whip aerial gone, the car's appearance is improved. No more antennas broken by accident or by vandalism.

The "musical windshield" was a hit on the 1969 model of a personal luxury car. It will be available on most models of the 1970 General Motors line.

It is one of our latest in a long series of glass contributions to greater safety and better styling of automobiles.

LIBBEY-OWENS-FORD COMPANY

811 Madison Avenue • Toledo, Ohio 43624



### TIME LISTINGS

### TELEVISION Wednesday, Sept. 17

DIONNE WARWICK SPECIAL (CBS, 7:30-8:30 p.m.).\* Burt Bacharach will be there; so will George Kirby, Glen Campbell and The Credence Clearwater Revival. The occasion is Dionne's very first special.

THE COURTSHIP OF EDDIE'S FATHER (ABC, 8-8:30 p.m.). Bill Bistby, as a widowed magazine editor, teams up this season with a seven-year-old charmer named Brandon Cruz, who plays his son. Miyoshi Umeki plays their housekeeper. Première. ROOM 222 (ABC, 8:30-9) p.m.). The seene

bis a school, where Lloyd Hanes as Pete Dixon teaches American history and deals with his own problems as well as those of his 35 home-room students. Première.

THEN CAME BRONSON (NBC, 10-11 p.m.). His motorcycle takes Jim Bronson (Michael Parks) across the U.S. His temporary job at a camp for disturbed chidren is the opening sequence, with Mark Lester, Jack Klugman and Karen Huston. Première.

Thursday, Sept. 18
NATURAL HISTORY OF OUR WORLD, THE
TIME OF MAN (CBS, 8-9 p.m.). Man's biological and social evolution is the focus
of this special, produced in conjunction
with the American Museum of Natural
History.

HISTORY.

NET PLAYHOUSE (NET, 8-9:30 p.m.). The Father, August Strindberg's bitter drama depicting a man's destruction by his wife, stars Robert Shaw. Daphne Slater.

Friday, Sept. 19
BRACKEN'S WORD (MRC, 10-11 p.m.).
The palmy life around a movie studio with Eleanor Parker, Peter Haskell and Elizabeth Allen. "Fade-In" features Cameo Performers Raquel Welch, Tony Curtis, Omar Sharif, Première.

Saturday, Sept. 20
WIDE WORLD OF SPORTS (ABC, 2:30-4
p.m.). The Canadian Grand Prix from Mosport, Ont., with Formula One cars, is the
first auto race for world-championship
points to be televised live in the U.S.

THE ANDY WILLIAMS SHOW (NBC, 7:30-8:30 p.m.). Back on the tube after a two-year hiatus, Andy welcomes Petula Clark, Don Ho, Blood, Sweat and Tears and the Edwin Hawkins Singers. Première.

SATURDAY NIGHT AT THE MOVIES (NBC, 9-11:15 p.m.). Sophia Loren is The Countcas from Hong Kong (1967) who takes advantage of rich American Ambassador Marlon Brando by stowing away in his stateroom. Charles Chaplin wrote and directed the film.

Sunday, Sept. 21 ROYAL FAMILY (CBS, 7:30-9 p.m.). The

royal couple themselves suggested that the BBC and commercial British television might like to film an intimate picture of them en famille. This result was edited from almost a year's shooting, and shows Queen Elizabeth, Prince Philip and the young royals behaving with cinėma vėritė candor.

SOUNDS OF SUMMER (NET, 8-10 p.m.). The Du Quoin State Fair in southern Illinois presents Grand Ole Opry Night on

"Country Music at a County Fair," amid horse racing, the midway and prizewinning

THE WOODY ALLEN SPECIAL (CBS, 9-10 p.m.). Woody, Candy and Billy (Allen, Bergen and Graham), plus the Fifth Dimension, having fun.

Monday, Sept. 22

MUSIC SCENE (ABC, 7:30-8:15 p.m.). A latter-day version of "Your Hit Parade," with James Brown, Buck Owens and the Buckaroos and the Beatles performing the top sones. Première.

THE NEW PEOPLE (ABC, 8:15-9 p.m.). Half a dozen young Americans get a crack at making a better world when they survive a plane crash on a deserted island in the Pacific. Première.

CHEYSTER PRESENTS THE BOB HOPE SPECIAL (NBC, 9-10 p.m.). Top bananas by the bunch on the first show of Hope's 20th video season: Sid Caesar, Wally Cox, Steve Allen, Johnny Carson and Buddy Hackett are but a few of the two dozen promised. THE FLIP WILSON SHOW (NBC, 10-11

p.m.). Jonathan Winters, Andy Williams and Arte Johnson get together for giggles with Flip on his own special.

Tuesday, Sept. 23

NET FESTIVAL (NET, 9-10 p.m.). A tribute to "The Eternal Tramp"—Charlie Chaplin. Harry Hurwitz's documentary

footage is narrated by Gloria Swanson.

MOVIE OF THE WEEK (ABC, 8:30-10 p.m.).

"Seven in Darkness" include Milton Berle,
Dina Merrill, Tippy Walker and Barry Nelson as blind survivors of a plane wreck, in
remote mountains. Première of a series of

movies produced for TV.

HE GOVENOR AND JJ. (CBS, 9:30-10
p.m.). Dan Dailey is the former, Julie Sommars the latter, a zoo curator and proxy
First Lady to Daddy. Middle-of-the-road
polities and the ever popular generation
game and the produced of the pro

### RECORDINGS

### Jazz

MIES DAVIS, IN A SILERT WAY (Columbia), with his customary ingenuity, Miles has turned up some rock samples that should do America proud. By sitting Planists Herbie Hancock, Chick Corea and Joe Zawini down at electric keyboards and adding John McLaughlin's guitur, he has Counting the Columbia of the C

CHICK COREA, NOW HE SINGS, NOW HE SOSS (SOId State). The new pianist in SOSS (SOId State). The new pianist in Milter's regular group. Corea creates airy, crystal lines that have an almost fugal precision. Working here with Bassist Miroslav Vitious and Drummer Roy Haynes, the self-possessed young player neither sings nor sobs but delivers fleet atonal improvisations, buoyed by light chords that almost newer come to a resolutions.

CRAIG HUNDLEY TRIO & ORCHESTRA (World Pacific). Here is an album that will make listenery want to throw themselves into

the generation gap. At fifteen, Hundley cannot get a driver's license, but he can play the plano in stunning style. With Bassis Suiffy McKinney. 16, Drummer Gary Chase. 15, and a big band arranged by Don Sebesky and Allyn Ferguson, Hundley shows a flair for rock rhythms, displays an affection for Sonny Rollins tunes and contributes two appealing compositions of

BIL EVANS AND JEEBAY STEIG, WHAT'S NEW (Verve). Pianist Evans and Fluids Steig make an effective team. Evans controlled, persuasively lyrical solous feet to loosen up when goaded by Steig's Fenetic fluit, and his perceptive accompanying helps tone down Steig's demonic soarings. Particularly on What's New, Lover Man and the Sparticus Love Them, the in-

JEAN-LUC PONTY, BEETRIC CONNECTION (World Pacific), Ponty not only plays violin, an unusual instrument in jazz, but offin, an unusual instrument in jazz, but offin, an unusual instrument in jazz, but trails of her intones with a Cottranian intensity. This album, recorded with Gernald Wilson's orchestra when Ponty visited Calvinca anyone that the violin can be a stringly soulful jazz-solo voice. Classically trained, Ponty wasti, shrifts and sails trained, Ponty wasti, shrifts and sails the Game and Scarborough Fair-Countele.

THAD JONES-ME LEWIS JAZZ ORCHESTRA. MONDAY MIGHTS GOILD STAIL When they are not fouring the world, the artists can be found at home in the Village Vanhumor and vigor of these home-stand evenings are preserved on this second live recording. Fluegelist Jones does most of the arrangements and conducts the crew, which includes Bartinoits Pepper Adams, which includes Bartinoits Pepper Adams, They give Mornin' Reverend a tongue-in-chee but toes-follow gospel treatment and swagger to glory on 3d. MCOUTTINE, THAE FOR TYME fills Notel.

The former Coltrane pianist here plays in a quartet that includes Vibits Bobby Hutcherson. Tyner's composition African Willage is a free fall into the heart of Willage is a free fall into the heart of the property of the p

EVIN JONES, THE JUTHANTE (Blue Note). Drummer Jones, Bassist Jimmy Garrison and Saxophonist/Flutist Joe Farrell continue their successful alliance. Leaping or striding in harmonic freedom is their thing, though they pause to explore free-time byways as well. On Sometimes Jole, Garrison coaxes guivering screeches or low-room coare guivering screeches or low-room coare guivering screeches or low-room coare to the coare of the coare

### CINEMA

THE GYPSY MOTHS. Three sky divers (Burt Lancaster, Gene Hackman and Scott Wilson) barnstorm through Kansas challenging an irrevocable fate in John Frankenheimer's tense and sober investigation of ex-

mer's tense and sober investigation of existential courage.

TAKE THE MONEY AND RUN. In a movie year not noted for levity, Woody Allen's first film as a director comes on like gang-

# We can help you enjoy a more comfortable retirement.

You'll have Social Security. Probably a pension, too. But chances are, these won't let you enjoy as full a retirement as you'd like. That's where we can help.

With a New York Life policy, you can guarantee the extra retirement income you want. You can be sure of a monthly check for as long as you live. Quite a comforting thought.

Just as important, the same plan gives your family basic financial protection if you die before you retire. Protection that means cash will be there, even if you're not.

What does all this cost? A lot less than you might

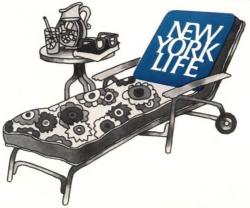
think. Because we're a mutual company, our dividends go to policyowners only. And dividends this year are the largest ever. Result: The cost of life insurance protection for millions of our policyowners is now at an all-time low. Call your New York Life Agent. No obligation. Ask about our retirement policies and how

New York Life Insurance Company 51 Madison Avenue, New York, N.Y. 10010 Life, Group and Health Insurance, Annuities, Pension Plans.

they can cushion your happiest years.



Our 125th year



busters. Although it tends to lose its comic momentum toward the end, there are more than enough insanely funny moments to sustain the picture

ALICE'S RESTAURANT. Director Arthur Penn (Bonnie and Clyde) has transformed Arlo Guthrie's rambling, hilarious talkingblues record of a couple of seasons back into a melancholy epitaph for an entire era. With its combination of wild humor and lingering sadness, Restaurant is one of the most perceptive films about young people ever made in this country.

MEDIUM COOL is the most impassioned and impressive film released so far this year. Writer-Director-Cinematographer Haskell Wexler's loose narrative about a TV cameraman during last summer's Chicago convention fuses documentary and narrative techniques into a vivid portrait

of a nation in conflict STAIRCASE, Rex Harrison and Richard Burton portray two bickering homosexuals struggling with middle age and loneliness. This unobtrusive film never yields to the temptation to play its two deviate char-

acters for laughs. THE WILD BUNCH. There are equally generous doses of blood and poetry in this raucous, magnificent western directed by Sam Peckinpah, Telling a violent yarn about a group of freebooting bandits operating around the Tex-Mex border at the turn of the century, Peckinpah uses both an uncommonly fine sense of irony and an eye for visual splendor to es tablish himself as one of the very best Hol-Iywood directors

MARRY ME, MARRY ME. Courtship, love and marriage in a community of French Jews are the subjects of this wistful film directed by Claude Berri (The Two of Us). TRUE GRIT. John Wayne has his finest

hour in this cornball western comedy. His genial, self-satirizing performance as an aging lawman proves that his nickname, "the Duke." has seldom been more apt.

### BOOKS

### Best Reading

THE FRENCH: PORTRAIT OF A PEOPLE, by Sanche de Gramont. Only the cuisine comes off unscathed in this entertaining analysis vinaigrette of the French national character

BIRDS, BEASTS AND RELATIVES, by Gerald Durrell. Zoology begins at home, or at least that's the way it seems to Naturalist Durrell, who recalls his boyhood infatuation with animals and his family's strained tolerance of some of the things that followed him into the house.

THE COST OF LIVING LIKE THIS, by James Kennaway. An intense and coldly accurate novel about a man's coming to gloomy terms with the cancer that is pinching off his life.

DONA FLOR AND HER TWO HUSBANDS, by Jorge Amado. A leisurely, sensuous tale of a virtuous lady and her conjugal rites -as vivid and bawdy as Boccaccio. THE BIG LITTLE MAN FROM BROOKLYN, by

St. Clair McKelway. The incredible life of Stanley Clifford Weyman, who cracked the upper crust by posing at various times as U.S. Consul General to Algiers, a physician and a French naval officer.

FLASHMAN: FROM THE FLASHMAN PAPERS 1839-1842, edited and arranged by George MacDonald Fraser. But don't believe for a minute. Though it has fooled sev-eral scholars, Flashman is actually an agreeable fictional takeoff on assorted British tales of derring-do in the days of the

MILE HIGH, by Richard Condon, The author's mania for mania is still evident. But this flawed novel about a man who invented, and then profited from Prohibition eventually settles into unpalatable allegory.

SHAW: AN AUTOBIOGRAPHY (1856-1898), sclected by Stanley Weintraub, Shaw never wrote one. But this paste-and-scissors portrait fashioned from fragments of the great man's work serves its purpose well

COLLECTED ESSAYS, by Graham Greene. In notes and criticism, the prolific novelist provocatively drives home the same obsessive point: "Human nature is not black and white but black and grey."

PAIRING OFF, by Julian Moynahan. The book masquerades as a novel but is more like having a nonstop non sequitur Irish storyteller around-which may, on occasion, be more welcome than well-made

SIAM MIAMI, by Morris Renek. The trials of a pretty pop singer who tries to sell herself and save herself at the same time. Astoundingly, she manages both.

THE YEAR OF THE WHALE, by Victor B. Scheffer. The most awesome of mammals has been left alone by literary men almost since Moby Dick. Now Dr. Scheffer, a scientist working for the U.S. Fish and Wildlife Service, writes of the whale's life cycle with a mixture of fact and feeling that evokes Melville's memory.

### **Best Sellers**

- FICTION
- The Godfother, Puzo (1 last week) The Love Machine, Susann (2)
- The Andromeda Strain, Crichton (4)
- Portnoy's Complaint, Roth (3)
- 5. The Pretenders, Davis (5) 6. Ada, Nabokov (6)
  - Naked Came the Stranger, Ashc (7) The Goodbye Look, Macdonald (9)
- 9. Except for Me and Thee, West (8)
- 10. A Place in the Country, Gainham
  - NONFICTION The Peter Principle, Peter and Hull (1) The Kingdom and the Power,
- The Making of the President 1968,
- 4. An Unfinished Woman, Hellman (6) 5. Jennie, Martin (4)
- 6. Between Parent and Teenager, Ginott (5) Miss Craig's 21-Day Shape-Up Program
- for Men and Women, Craig (7) Captive City, Demaris
- The Prison of My Mind, Benziger 10. The Money Game, 'Adam Smith' (8)

10. In the Money College, Assum Stuttu (1). These line, also published Lees, Foretrass, Sowers BLEXTRASS and its conjunction with its mid-like the College of the Study and the College of the College of the Study and the College of the College of

### CATCH UP ON



ANDROMEDA

STRAIN



241. Retail

o ROSTER



139. ULYSSES



end TERRY KOVE Ret. price \$7.50)



By Rainh G. M

### THE BOOKS you have promised yourself to read

### **ANY THREE** FOR ONLY \$

in a short experimental membership in the BOOK-OF-THE-MONTH CLUB

THE SUGGESTED TRIAL: You simply agree to buy three additional Club Selections or Alternates within a year at special members' prices







RUMER GODDEN

in This TOUSE OF





196. LISTEN TO

THE TRAGED!



CANCER WARD

470. CANCER WARD 57 ALEXANDER SOLZHENITSYN BETHELL-BURG

translation (Retail price \$10)





489. A LAYMAN'S

Life on Man



200 526 01771 00 (Ret. price \$7.95)



HOW DREN LEARN



AMERICAN PEOPLE



MORRIS (Rec. price \$5.95)





183. Retail price \$6.95

### A library-building plan every reading family should know about

THE EXPERIMENTAL MEMBERSHIP SUGgested here will not only prove, by your own actual experience, how effectually membership in the Book-of-the-Month Club can keep you from missing, through oversight or overbusyness, books you fully intend to read; it will also demonstrate another important advantage: Book-Dividends. Through this unique profit-sharing system members can regularly receive valuable library volumes-at a small fraction of their retail prices-simply by buying books they would buy anyway. If you continue after this experimental

membership, you will earn, for every Book-

of-the-Month Club Selection or Alternate you buy, a Book-Dividend Credit. Each Credit, upon payment of a nominal sum, often only \$1.00 or \$1.50-somewhat more for unusually expensive volumes-will entitle you to a valuable Book-Dividend which you may choose from over a hundred fine library volumes available over the year.

This is probably the most economical means ever devised for building up a well-rounded personal library. Since its inauguration, the almost incredible sum of \$473,000,000 worth of books (retail value) has been earned and received by Club members through this unique plan.

BOOK-OF-THE-MONTH CLUB, INC., 280 Park Ave., New York, N.Y. 10017





(Retail price \$10)



The

The trademerks BOOK-OF-THE-MONTH CLUB and BOOK-DIVIDEND are registered by Book-of-the-Month Club, Inc., in the United States





For overseas delivery information, write British Leyland Motors Inc., Dept. T-70, Leonia, N.J. 07605

AT AUSTIN-MG DEALERS.

### LETTERS

### Marvel of the Mets

Sir I cannot tell you how happy your story on the New York Mests has made me [Sept. 5]. It was a beautiful story, writen lovingly, with wonderful art. When I got to thinking of what the Old Master might be thinking about all that has happened this season, there was your man with the gospel according to Casey to wrap the story up.

CHRIS CONNELL

BILL BERG

### Brooklyn

Sir Your unique blend of Biblical history and baseball is refereshing but obviously apocryphal. St. Jude, patron of hopeless cases, is more likely to-show an avid interest in the Mets. On that great come-and-get-ti-day, you will find that your "little team that can —couldn't shall inherit the Fast."

WIND Radio, Sports

Sir. Thank you so much for your fantastic article on our super-fantastic Mets! Fans in other cities have laughed at our "Amazine" all these verse room of the

tastic article on our super-ramastic stets: Fans in other cities have laughed at our "Amazins" all these years, most of the time rightfully so. But they're not laughing much any more; we're the ones doing all the smiling!

We Have Overcome!

NADIA WEHRBERGER

### Aquarius in the Mud

Sit. From the mild of the Woodstock Music and Art Fair [Aug. 29] can be made the bricks with which my generation can build the Are of Aquarius.

Witnehme N.C.

Sir: So "the whole world needs a big wash, a big scrub-down." Granted—and why don't we start with the loonies who wallowed for days in Bethel's "beautiful"

wallowed for days in Bethel's "beautiful" mud, litter and garbage? Your whitewash of this youth culture may well precipitate the flood that will inundate us all. They plan to take over the helm, and apparently you've welcomed

Time stay affoat if manned by people who don't have enough sense to come in out of the rain?

MRS. JAMES C. FRAZIER JR.

Ponca City, Okla.

Sir: I traveled 800 miles to groove on three days of peace and music at "History's Biggest Happening"—a short journey

BERT DICKII

Moncton, N.B.

Sir: The Message is that of all the different kinds of love in this world, there is no love to compare with the love of lone burn for another. The other message

WHITIAM FAY

### Fuether Dissent

Sir. Dr. Bettelheim [Sept. 5] blames American parents of college dissenters for being permissive and authoritarian. Hüngarian, Czech, French and deprived black American parents too? Dissent is traditional in democratic countries and feared

Itm serves America badly by publishing the senile, regressive and unsubstantiated statements intended to defend the Establishment, no matter what.

IRVING SHAPIRO, M.D.

Sir: It is reasouring to know there are still men with a clear understanding of our problems and wisdom to press for semmousement is more filled with hate than idealism. Armit the shouts and turnott, they also also also the semitation of the semilation of the semialism that the shouts and turnott and the semilation of the semilation of the semilation of the semitation of the semisistence of the semitation of the semi

### MICHAEL KECSKES

### Eve of the Needle

Sir. I think Tist missed the point [Sept] as did a small but votal group of San Franciscans. The area of the site of the Transmerica building has been zoned for high-rise commercial development. Two such developments are already within the control of the rising cost of land in the downwine financial district others will follow. San Francisco can only grow in one direction, any Jife question them is not wheth

Transmereier might be accused of fatoring a pole-train viewpoint, for it is the man on the street who is most affected by the urban environment. We're betting that this main would rather have the properties of the properties of the light and art is the street, would appreciate a public sculpture garden to retreat from sidewalk trailie, and might ripity a terrace-level restaurant where he can look out at an historic areas of the eight.

Transamerica Corp. Vice President

Sir: How can the mayor of beautiful San Francisco say that an ugly mass of glass and cement would be "a very welcome addition to the city's skyline."

His idea of beauty must be a car factory in the middle of an unspoiled forest.

ROSEMARY HUGO

irwin, Pa.

Sir I noted with complete revulsion Transamerica Copp's proposed addition to the San Francisco skyline. While "different" and "interesting," the building itself must be considered an architectural disaster in spite of itself. Its impact on the total environment in which it finds itself would be great, to say the least, but

in a negative way. I cannot help wondering about the sense of values that Mayor Joseph Alioto, the San Francisco Chronicle and others hold for themselves and for the wonderful eith.

JAMES B. PETTIT JR. Editor, AS

Baltimore

### Flight Cancelled

that is San Francisco

Sir: We would like to call your attention to an error in fact in your very fine article [Aug. 29] on new directions in the insurance industry.

In describing the augressive diversification program of INA Corp, the gencral business corporation formed by the Insurance Co. of North America, your mention that INA acquired World Airways, the supplemental artine. It is true that INA did announce negotiations with World Airways for this purpose on Oct. 9, 1968, but on Jan. 31, 1969. INA and World mude a joint announcement than the ne-

> JOHN T. GURASH President

INA Corporation Philadelphia

### **Building Blocks**

Sir: Maybe blacks have failed to pass written tests conducted by white A.F.T. construction labor unionists. So what? In past centuries, the great cathedrals were built by masons and other tradesmen who were totally lillerate.

were totally illiterate.

If Boss Meany and his phony cronics had the least interest in getting blacks into the building trades, they would have done something big long ago.

The United Automobile Workers is the only big union to make equal upportunity a fact instead of just an empty phrase. In spite of constant Northern sermonizing about the South, a far higher percentage of blacks are employed in the building trades down here—as skilled men, not lithorers—than in the prating North.

John MacFie Member U.A.W. Local 600 Chapel Hill, N.C.

Address Letters to the Editor to TIMP & LIFE Build

## MOVING?

4 weeks in advance

MAIL TO: TIME, Time-Life Building, Chicago, III. 60611 ATTACH LABEL HERE for address change or inquiry; or attach page with name and offsent address. If moving, list new address, below, Notes your subscription especially discharged to the channing of the page and the channing of the page and the page and

lame	(please print)		
adress	(new, if for change of address)	Apt	No



### WE PROTECT YOUR INTERESTS IN PARIS

PARIS, FRANCE, PARIS, VA. ---

THE ST. PAUL INSURANCE COMPANIES

AND SIDNEY, PRETORIA, LOST NATION. IOWA - CRIDERSVILLE, OHIO & PHILADELPHIA PENN. AND NEWARK AND PERTH.

NEW YORK NEW LERSEY NEW ENGLAND NEW HOPE NEW HAVEN NEW CALEDONIA

NEW SOUTH WALES AND D NEW ZEALAND NEW BRUNSWICK

**NEW MEXICO** 









### St. Bernard St. Johns St. Petersburgh

OH, WE'RE VERY LOCAL LOCAL ANYPLACE IN THE FREE WORLD, ALMOST, WHEREVER IN THE WORLD YOU ARE, CALL ON US: TO INSURE YOUR INTERESTS, PROPERTY OR YOURSELF OUR AGENTS AND BROKERS ARE AS CLUSE AS THE YELLOW PAGES -

THE ST. PAUL





# Is this 36-page paperback the story of your life?

The average new car is bought with the understanding that it will be paid off within 36 months.

Unfortunately, the average new car is unloaded by its owner after 32 months.

The result is, you're buried under car payments for as long as you drive an average car.

The only way to beat this ingenious plan, short of becoming a pedestrian, is to buy a car that'll outlast a payment book.

Á Volvo is built to outlast two, three, maybe even four payment books. 9 out of every 10 Volvos registered here in the last eleven years are still on the road.

And while we can't guarantee that your

Volvo will survive eleven years, it should definitely last long enough to obscure the memory of monthly payments.

Our claims are exceeded only by the claims of impartial car experts, who sometimes go even farther than we would dare.

According to Road Test Magazine: "Buying a Volvo is like getting married; you only expect to have to do it once."



### A letter from the PUBLISHER

Henry Luce a

Wallace H. Terry II is hardly a stranger to racial tensions. As a TIME correspondent since 1963, he has covered the riots, marches and other news in Los Angeles, Detroit, Birmingham, Jackson, Miss., and Danville, Va. Five years ago in Harlem, where he was born in 1938, a left him gasping on the pavement. In 1963, he was with Medgar Evers the night before Evers was killed at his home in Jackson. For the past 22 months, Terry has been in our Saigon bureau, reporting the war in says Terry, "the most fascinating -and in some ways frustrating-was reporting the new black militancy in Viet Nam for our story this week. The subject is clearly one of the mil-

To determine how widespread racial problems really are. Terry spent six months covering U.S. units in the field, traveling from the Demilitarized Zone in the north to Dong Tam in the Delta, Says Terry, "These travels were often unofficially discouraged. In many places, white officers and sergeants looked on suspiciously as I drank, ate or talked with black Marines, soldiers and sailors in their barracks, mess halls, tanks and foxholes." One black Army sergeant major urged him to tone down his Afro hair style before he met the troops: Terry discovered that the sergeant had ordered his men to cut their hair before the "TIME man" came to talk to them. Nevertheless. Terry interviewed well over 400 blacks; he talked with jet pilots who took him along on their strike misstons, with airborne troops who carried him into the A Shau Valley

Book Busin Cine Educ Envi Law Lett assault that led to Hamburger Hill, with Marines on patrol in the DMZ, with the first black Army general of this war and with a black battalion commander who choppered him into frefights.

Nowhere did Terry hear that black militancy has reduced the combat effectiveness of either black or white troops. But, says Terry, "the military is dealing with a different breed of blacks from those I interviewed in Viet Nam for a TIME cover story more than two years ago."

Terry took an A.B. in religion and the classics at Brown University in 1959. His interest in journalism began in high school (Indianapolis) where, as a 110-lb, freshman, he quickly broke a wrist playing football. A sympathetic English teacher sueeested 15at writing about sports

TERRY & BLACK G I. IN VIET NAM

might be safer, Today, after his imnection via activities infinitely more lethal than football. Terry, will become a student again, this time at Harvard, He has been awarded a Nie man fellowship, and will take a year's leave of absence from Tisst to study the economic and political struggles of underdeveloped nations, as well as urban problems.

The Cover: Tempera by Boris Chaliapin:

### INDEX

	Cover	Story 28	Essay	26	
ks	98	Listings	4	People	43
ness	87	Medicine	52	Press	49
ema	95	Milestones	75	Religion	58
cation	44	Modern Living	76	Science	74
ronment	64	Music	63	Sport	57
	66	Nation	19	Theater	71
ers	9			World	28

### TIME

POINDARY BRITON HADDEN 1898-19.

TIME SECTION TO THE BOARD AND THE SECTION TO THE SE

MANAGING EDITOR
Henry Amatole Grunwald
ASSISTANT MANAGING EDITOR

Belward I. Jamieson SEROS EDITORS A I. Bakes George G. Danoels, Michael Demarest, John I. Etnor, Komadd P. Krias, Marshall Lock, Peter Bird Martin, Jason McManus, Kehard Seamon, Robert Shaayerson

Henglas Auchincious, Harrist Bachman, Laurence I Starrett, Gunney Berckenfield Richard Bergheim Gilber Lant, Gerald Harks, Spencer Dawidson, Timothy Foote Barker I Harrishorn, Fantels P Jacticon, Leon Jaroft Scoth M. Johnson, L. R. Kallern, Stellan Koller, William Laughlin, Marsin O'Nell, Charles Parmiser, John M. Marsin O'Nell, Charles Parmiser, John M.

REPORTERS

Alon III Anderson Jr. Peter nations, Jay Cocka, Martha M. Dully Steven L. Englund Douglas Gaanre Bartaria Mills Kirkan, Jill Krementz, Donald M. Murrionin, Kuhand S. Datling, James S. Stonon, Andrew Sverdberg,

Margine Would Heart a new Suphia Groube for Asset America Strategies and Strategi

CORRESPONDENTS

I Johnson, Delley Falley, Deville Mermanyan, San Alexandron, Handy Jeffrey W. Level and Strategies and Strategi

Paul Welch (Director) Robert W Hoyd Jr., Pever Dras George Karas Doris O'Neil, Frederick L., Redpath

ASSET PUBLISHER Kalph P DAVIDSO GENERAL MANAGER Kelso State Circus-Arton Director Robert J Moor Proportion Director Robert J Moor Appletising Sales Officero

SALES DIRECTOR All rights reserved Reproduction whole is part without written permission is prohibited bringful office. Rockefeller Center, New York, No.



Naked truth is often more censored than naked people.

Could be that man started to wear clothes because most of us look better in them than out of them. How much better separates mere body covering from fashion. Fashion should make you look just different enough from the pack to be recognized and admired as you.

Takes a little experimenting with suits new in shape and pattern, a more colorful shirt, a wider tie that goes only with that shirt for a perfect match. Needs a pair of up+to-date shoes.

Boots of all kinds are right, broader toes a must. New browns are a relief from black. Hardware like buckles and links is in and masculine.

Which is why there are over 100 styles all new to the Florsheim name this year. Over 250 styles in all—from \$19.95 to \$90.00 in over 155 sizes. Every pair built better with things like premium calfskin, and specially treated outsoles.

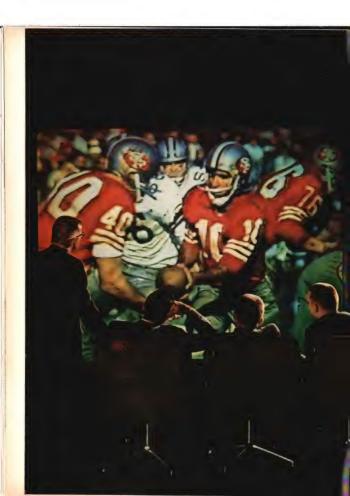
It all leads more men to new Florsheim Shoes than any other quality brand. To them shoe is a nine letter word ending in M.

Most Florsheim styles \$19.95 to \$29.95 Mest Imperial styles \$39.95

Shown The CARILLON, 31161, antique bookbinder; 21123, black.

**FLORSHEIM** 

DESIGNA SHIDE COMPANY A CHICASO COUGA A DIVISION OF INTERCO INCORPORATED



# Wall-to-wall television. General Electric is making it today.

GE has developed a way to show color TV on a screen as wide as 20 feet.

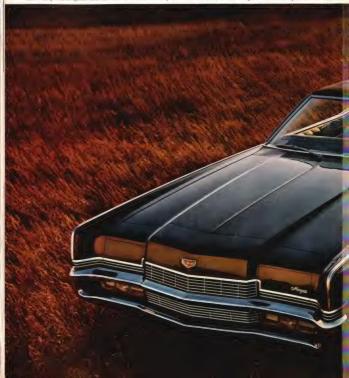
The TV picture on the other page is totally unretouched. It took twelve years of research. Over 60 patented inventions. Work in electronics, optics, chemistry, physics and a dozen other fields. It took all of that to make this new kind of TV. TV that projects on a screen anywhere from 3' x 4' up to 15' x 20'. And GE is now making it in limited quantities for business meetings, television studios and schools. This is but part of the most complete TV line available today. And the same kind of inventiveness that went into it is behind the General Electric TV you buy. You'll find it in the printed circuit that reduces human soldering mistakes. In the electronic component that gives you color and sound, seconds after you turn on the set. In the circuit that automatically stabilizes flesh tones. But GE hasn't just improved on television. They practically invented it. They developed the very first TV system. Broadcast the first TV pictures . . . over 40 years ago. Lately, they engineered the first portable color set. (It's called Porta Color®; and it weighs only 25 pounds, so it's truly portable.) And now, the first TV with a wall-sized screen. That's the kind of progress you can expect from a pioneer.

Progress is our most important product



### 1970 Marquis: The medium-price car with the most

From its majestic grille to its emerald-cut taillights, the new Marquis has a dramatic elegance that only the men who make the Continental Mark III could create. It is without question the most dramatically styled automobile in the medium-priecd field. The Marquis Brougham shown offers as standard many features that are available only as extra-cost options on most cars:



### dramatic styling since the Continental Mark III.

concealed headlights; a 429 cubic-inch V-8; and Select-Shift transmission that lets you shift automatically or manually, driver's choice. The Marquis is also one of the quietest riding cars ever built. Thirty important areas of the car have been carefully insulated with sound-deadening materials. The beautiful new 1970 Marquis comes in a choice of nine distinguished models.





# Series Italy Series 19 Ser

Armchair travelers, this is for you. Sit back and relax Dial the Operator, ask her for the Overseas Operator and soon you'll be in Italy.

A three-minute daytime call is only \$9 plus tax at the low station-to-station rate. And \$12 plus tax at the daytime person-to-person rate.

High-capacity underseas cables, communications

satellites, and radio carry your ealls not only to Italy but to 96.8% of the world's telephones.

And we're constantly working on new ways to make it easier and cheaper for you to keep in touch with the world through Long Distance calling.

A telephone trip to Italy? You get it out of our System-the Bell System.



# TIME THE WEEKLY NEWS MAGAZINE September 19, 1969 Vol. 94, No. 12

### THE NATION

### THE WAR: STARK OPTIONS FOR AMERICA

RICHARD NIXON cannot be called a have not been seen to be called a bay and the U.S. out, and he would prefer to bargain toward the exit rather than fight his way there. He has begun to reduce the American torce level in the fight has with the He has begun to reduce the American torce level in the fight has been to reduce the American torce level in the fight has been seen and the seen and the

Implicit in Nixon's policy so far has been the expectation that North Viet Nam could be persuaded or compelled to make counterconcessions. Reciprocity could take a number of forms: a mutual reduction of military activity, simultaneous pullback of North Vietnamese and American forces, a compromise on one or more of the outstanding political issues. Reasonable as that hope sounds, the reality seems to be far more stark. Unless Ho Chi Minh's death causes a North Vietnamese policy change that is not yet apparent and does not seem likely, Nixon's announced goal of "a peace we can be proud of" is no closer than it was when the Administration took office in January. Rather, Nixon may have to tace the fact that the Communists are prepared to wait him out indefinitely, convinced that sooner rather than later a U.S. public weary of the war will force the issue on the President. Thus Washington's real choice may amount to fighting on as it has since 1965 or making some new and major one-sided concession.

In that grim framework, Nixon last week staged yet another review of Administration thinking as if he were starting anew, amid some confusion, the search for a policy of disengagement. Ambassador Ellsworth Bunker and General Creighton Abrams jetted in from Viet Nam. Admiral John McCain from Honolulu, and Philip Habib from the U.S. negotiating team in Paris. They joined Secretary of State William Rogers and the familiar group of Washington-based advisers for a four-hour White House session with Nixon. Such meetings have usually preceded policy announcements, but the White House initially would say nothing after last week's conference. Nixon may discuss Viet Nam in a speech to the United Nations General Assembly this week.

One of the most pressing issues on the agenda at the White House was a second reduction of U.S. forces in South



EXHAUSTED G I RETURNING FROM PATROL For whom ticks the clock?

Viet Nam. On this point, Nixon had more than Communist intransigence to consider. Although Defense Secretary Melvin Laird last month was prepared to recommend another withdrawal, Nixon deferred the announcement after Communist military activity accelerated. It later became clear that there was another reason; growing opposition to turther cuthacks from the service chiefs There is increasing skepticism among the generals that the Army of South Viet Nam (ARVN) is really prepared to take over the fighting from the U.S. Further, some military leaders are now insisting, as they so often have in the past, that the Communists cannot withstand American military pressure indefinitely. General Leonard Chapman, Marine Commandant, said last week that "time, the weapon employed so well by the enemy, is beginning to work against him now.

For whom the clock ricks loudest is of course a crucial question—both on the hattlefield and at home in the U.S. be far the President has onto had to consequently the control of the course of the co

middle of a detailing and of the control of the con



BUNKER, ROGERS, NIXON & LAIRD AT THE WHITE HOUSE If ferocity is not to blame, perhaps optimism is.



"It's the Colonel—He's happy to pass the word that we're part of the troop withdrawal."
ident Neuven Van Thieu. Both projects

took time.

The desire to coordinate policy with

Theu was understandable, but has had seant results. Excessive cuncern for Theu's viewpoint has inhibited imaginative approaches to the Communist. Though there has been agreement in principle and pronouncement, there is divergence in fundamental interest: the C.S. wants to divengage from the war but probably cannot do so and assure the surveyal of Theu's government.

The split was clear last week in the manner in which Washington and Saigon responded to the 72-hour cease-fire that the Viel Cong proposed in memory of Ho Chi Minh Saigon at first reasonable and the constraint of the control of the

Unpromising Norm. As the truce ended, the Administration seemed to be groping for a correct tactical approach suming, with the Communists starting "normal" attacks a few hours early But for nine hours, at Washington's orders, B-52 sorties were restricted to onehalf the usual rate. Then the President, pension of B-52 raids within South Viet Nam. The move was at first inciprocate. Thirty-six hours later, as enemy and allied ground operations continued Nixon ordered the Stratotortresses back into action. Had Washington informed Hanoi of what it was doing? The White House would not say. Was the U.S. attempting to lure the other side into a stand-down by tangible example? If so, 36 hours was hardly

enough time for the opportunity to reserve with Communist leaders. Finally the White House explained somewhat lamels that in had made the gesture in hopes that the Communists were considering a combat reduction of their own. The US was not initiating a peace lealer: a way preparing to react in a mostile communist move, or any open some consideration of the communist move and the communistic community of the com

Thus at week's end matters were back to the wears, unpromising norm Nixon's task is to determine whether anything within the range of possible actions will draw a positive response from the other side. Some of the options.

The other side. Solide of the stynoiss, and early unifaceral with a hardward process of the community was a superior of the U.S. and the most economical in terms of American frees. It would also be an admission of tailure, that would route allow the againing power in Paris to near zero and streams of American frees. It would also be an admission of tailure, that would are considered and streams and the control of the control

▶ A series of smaller troop cubacks, scheduled in advance and carried out over the course of perhaps 18 months, could at least persuade Saagon that the U.S. is serious about the "Victnamese might either become more energetic in their own deleries of the might reconsider their relictance to reach a notificial compromise with the reach a notificial compromise with the clements might remain to state and of community military victors.

▶ The U.S. could attempt to induce a full or partial cases-fire before other agreements are reached. It might be attempted in a test provinces at a time Saigan's cooperation would be necessary cooperation would be necessary to be offered as the second of the second o

Ans dramatic amosation would be both difficult and risk. None carries more than a small chance of success, fear Lacoutine, the French biographer of Ho Chi Minh, insists that "Hanoi can be moved his something every bold." But it is made practice to admit that will be something on the supplementation of the supplementatio

larger need for neace

### THE SOUTH

Welcome in Mississippi

On hand to greet President Richard Nixon at Gulfport, Miss Municipal Airport last week was a nearly all white crowd of 30,000. They were in a festive, exuberant mood, despite the fact that some had waited more than five hours to see the first Chief Executive since Harry Truman to visit their state. The President was in Mississippi to get a look at the devastation caused by Hurricane Camille. But the visit also served as a test of Nixon's "Southern stratreflected by his appointment of South Carolina Judge Clement Haynsworth Ir. to the Supreme Court and by the slower pace of school integration in the South under his Administration

The test was so clearly positive as to make George Wallace envious. Cheers and rebel vells greeted Nixon, and homemade signs assured him that he was warmly welcome. "Pat, you got a good man," said one sign. "Not many Re-publicans here, but lots of Nixoncrats," read another. When the President waded into the crowd to shake hands, he ignited a trenzy of affection unlike anything seen in American politics since the campaign of the late Robert Ken nedy. Adoring kids charged across police lines, girls squealed, babies cried, one woman fainted and another reached out to muss Nixon's hair Nixon, fighting to stay on his feet, seemed to enjoy every moment. He stened autographs, woman and her child, and pumped hundreds of hands before making his way

back to the sanctuary of his plane



Positive test for

that its recent actions were designed to appeal to Southern sentiment, and insists that both the court appointment and the school-desegregation decisions were made solely on their merits. Such disclaimers did not seem to have registered with his well-wishers. Not only did they cheer Nixon, but they also applauded Attorney General John Mitchell -widely regarded as the architect of the Administration's Southern strategy -almost as enthusiastically as they did the President. "The people feel he went down the line on those school guidelines," explained Democratic Representative (i. V. ("Sonny") Montgomery. "They feel that in his way he's tried to help us."

That judgment was disapprovingly shared by the U.S. Commission on Civil Rights. In a heavily documented 105page report released last week, the commission accused the Administration of pulling back on school desegregation The hipartisan body, established by Congress in 1957 and now chaired by University of Notre Dame President the Rev. Theodore Hesburgh, charged the Administration with attempting to justify its recent actions with statistics that give "an overly optimistic, misleading and maccurate picture of the scope of desegregation actually achieved." It described the Administration's actions as "a major retreat in the struggle to achieve meaningful school desegregation." Said the report: "This is certainly no time to create the impression that we are turning back, but a time for pressing forward with vigor. This is certainly no time for giving aid and comfort, even unintentionally, to the laggards . . . If anything, this is a time to say that time is



AT GULFPORT the "Southern strategy." TIME, SEPTEMBER 19, 1969

### Where Jim Crow Is Alive and Well

Three weeks mo, the Nason Administration usked a federal court to delow the enforcement of an order requiring 30 Mississipp school districts to integrate this fall. According to Health, Education and Welfare Severatury Robert Finch, the delaw, which will torseld integration on these districts for at most confusion and a catastrophic will continue the second of the

EAKE County, in the geographical cen-ter of Mississippi, is an area of fields. tarms and forests. Most of its 17,000 people live on the land, although an increasing number are finding work in the apparel factories and metalworking plants that are beginning to sprout in the lush countryside. Blacks comprise about 40% of the county's population. and to them and their white neighbors, Jim Crow is alive and well despite the passage of the 1964 Civil Rights Act. Negroes still sit in the balcony when they go to the movies in Carthage (pop. 2,442), the county seat, and use separate waiting rooms when they visit local white doctors. Earlier this month, three Negro women were heaten when they brought their clothes to a white selfservice laundry. Typically, the police did nothing.

Only about 70 of Leake County's 2,100 Negro schoolchildren have elected to brave harassment and enroll in white schools under the "freedom of choice plan that has been in effect since 1965. Most attend all-black schools. The schools and their physical facilities are no longer unequal to those used by white children. But the education is, since segregation denies black children the opportunity to mix with whites. "How can you bring a black child up separately and then put him out there to face the man and expect him to do well?" asks Ferr Smith, the black director of a county poverty program.,

Until the Nixon Administration grant of it a year's respire, Cashe County was scheduled to integrate its schools have likely as the fall in accordance with a plan drawn up by HEW's Office of Education. Under the program, one of the county's of schools for grades one through twelve would be authorised, while two presents white centers would become integrated this schools. There Negro centers and one white one would become integrated one white one would become integrated one white one would become integrated on the programment of the program

There is little doubt that carrying out the plan would have caused some of the "chaos and confusion" of which the Administration warned. Desks would have to be moved, blackboards raised or lowered, textbooks shifted, transportation arranged and teachers reassigned. But the Administration's reasons for seeking the delay were political, not logistical.

Most of the country's white feathers had threatened to abundon the system of the schools were integrated; none had signed contracts for the coming year, flough it was eststomary to do so great through it was eststomary to do so the contract of the coming year, flough it was eststomary to do so the contract of the con

court order to desegregate.
Still other parents talked or sending their children to a private school system being formed by a local citizens group. The majority of whites, aware group. The majority of whites, aware trendance law, mineded to try do-t-yourself schooling at home. Sensing the popular moud, school officials did notiing to prepare the way for compliance with the titre plans, for compliance with the titre plans, for compliance with the titre plans, for complete perimendent E. F. Mundly, an ex-shirer if "Leadled for complete integration."

That integration would have resulted in the "catastrophic educational setback" predicted by the Administration is highly doubtful. Few Leake County whites will admit publicly that they will send their children to school with blacks. But most acknowledge that they could not afford private schools and would not keep their children out of the publie schools for long. "People say a lot of things," declares J. Edwin Smith, a prominent Carthage attorney and adviser to the county board of supervisors, "but when it gets right down to it, they don't always do what they say they're going to do.

County officials say that their people need more time to get used to the idea of integration. But even they admit that local whites are unlikely in the next desegregation decision that they have resisted since 1954. What they are likely to do instead is continue their attempts to defer the inevitable. Convinced by the current reprieve that the Administration can be pressured into granting even further concessions. Leake County's whites are already planning new delaying actions. As long as the Administration encourages or permits these delays, Leake County's Negroes will continue to be denied the equality of educational opportunity promised them by the Supreme Court 15 years ago.

### BLACK POWER IN VIET NAM

ONLY two years ago, the U.S milstary seemed to represent the most integrated institution in American society. In many ways it still does. But the armed services, made up of so many conscripts and "volunteers" escaping conscription, are mirrors that reflect and sometimes exaggerate the divisions of the entire society. While traditional milcontrol, the combination of domestic turbulence, an unpopular war and the new spirit of black militancy has produced ugly incidents in which American fighting men turned upon one another

At Camp Leieune, N.C., about 30 Negro and Puerto Rican Marines attacked 14 whites in July. One of the white Marines died. At Fort Bragg, N.C. between 200 white and black soldiers. At Hawaii's Kaneohe air base, some 100 black and white Marines, just returned from Viet Nam, fell upon one another after a colors ceremony. Seventeen

were injured. Disturbing Decay, Harlier this month, Marine Commandant Leonard Chapman issued a message to all Marine commands, ordering, among other things, that officers hear complaints of discrimination promptly. Chapman dictated that the clenched-fist gesture of Black Power be permitted as a "sign of rec-ognition and unity," but not as a gesture of defiance of authority

Chapman claimed that racial problems "are almost unheard of among Marines in combat." He was at least technically correct. Neither Marines nor members of other services have been at one another's throats in the battle lines -survival requires total attention. Outside of the war zone, there has been a disturbing decay in racial relations among U.S troops To probe how deep-



HANDSHAKES AT DANANG The pantheon of heroes has changed.

ly the new militance runs in the military, Timi Correspondent Wallace Ferry spent six months interviewing black troops in Viet Nam. His report

Before the war went stale and before black aspirations soared at home, the black soldier was satisfied to fight on an equal basis with his white comrade-inarms in Viet Nam as in no other war in American history. But now there is another war being fought in Viet Nam between black and white Americans "The immediate cause for racial problems here," explains Navy Lieut, Owen Heggs, the only black attorney in I Corps, "is black people themselves. White people haven't changed. What

has changed is the black population. When an American force stormed ashore south of Danang this summer. young blacks wore amulets around their necks symbolizing black pride, culture and self-detense. They raised their fists to their brothers as they moved side by side with white Marines against their common Communist enemy. "Ju Ju" and "Mau Mau" groups have organized to protect themselves against white prejsupport bases near the Cambodian border, blacks register their complaints as a group Tanks fly black flags. At Danang. Black Power Leader Ron Karenga's followers have designed a flag: red for the blood shed by Negroes in Viet Nam and at home, black for the face of black culture, and green for youth and new ideas. Crossed spears and a shield at the center signify "vi-olence it necessary," and a surrounding wreath "peace it possible" between blacks and whites.

White pinups have been replaced by black ones. One all-black hootch in Danang sports more than 500 such photagraphs "I don't want any stringyhaired beast\* broad on my wall Black is beauty." In a Saigon "soul kitchen, blacks greet each other over spareribs and chittlins with 57 varieties of Black Power handshakes that may end with giving the receiver "knowledge" by tapping him on the head or vowing to die for him by crossing the chest, Roman legion style (see chart).

Many of today's young black soldiers are yesterday's rioters, expecting increased racial conflict in Viet Nam and at home when they return. Elaborate training in guerrilla warfare has not heen lost upon them, and many officers, black and white, believe that Viet Nam may prove a training ground for the black urban commando of the future. As in America, the pantheon of black heroes has changed. The N.A.A.C.P.'s Roy Wilkins is a "uniform tango"-military phonetics for U.I., or Uncle Iom-and Massachusetts Senator I dward Brooke is an "Oreo" cookie

black on the outside, white on the inside "The N.A.A.C.P., Urban League and Martin Luther King were good for their time and context," says Marine Corporal Joseph Harris of Los Angeles. "but this is a new time." King and Roberr Kennedy, once among the young black soldier's idols, have died violently. Says Wardell Sellers, a rifleman from New York "They were trying to help the brothers-vou can see what that got

"Beast," a term that originated with the Black Panthers, is rapidly replacing "Chuck LIEUT. HEGGS TEACHING CULTURE TO MARINES

Red for the blood shed, black for the face, green for the youth and new ideas.

is the black soldier's standard enither for the

them." Now many blacks see the case of Edward Kennedy awa plot to remove one more hope. "Just like King and Bobbs Kennedy," asy Ple Carl Horsley, 19, "They gon' try to hang Teiddy cause he was on the sade of the Brothers." To most black sattlers, Nixon doesn't even hear decisions." If he were a brother," sake decisions." If he were a brother," sake I ox Angeles, "he'd he the number one Unele Tom."

In the jungle lies death for a cause that many black solidiers don't understand or dismiss as white man's folly "Why should I come over here when some of the South Vietnamese live better than my people in 'the world?" asks a black Marine "We have enough problems fighting white people back home."

Black rassens is strong, but so are proceedings by white soldiers. Soon proceedings by white soldiers, Soon proceedings by the soldiers, Soon proceedings with the soldiers of the soldiers of

in coming the black soldiers' way, however well they fight or however high their proportion of casualties. Some 13% of battle deaths are black, while Negroes make up 11.1% of the American population and 9.2% of the military.

For all that, the black soldier in the bush still belos his white comrade and wants his help as well. At Phuoc Vinh. a black 1st Cavalry trooper recently dragged a wounded white from a rocketed hooteh when no other black or white dared to venture in A black Navy medic who had been in Viet Nam only two weeks fell on a grenade near Danang to save a white Marine and lost his own life. When black Lieut, Arthie Bigger was three times wounded capturing enemy artiflery pieces, eleven whites held him aloft above the suffocating napalm smoke until a rescue chopper arrived. On Hamburger Hill, a white paratrooper tried vainly to breathe life into a fallen black medic.

Yet the violence at home and in "the Nam" leaves the black man with radically divided loyalfies. Thus, says Lieut. Colonel Frank Peterson, the semor black officer in the Marine Corps, "the average black who has been here." Power salute. Only 1% condemned its

▶ 60% said they wear their hair Afro style. 17% wanted to, but said their commanders refused to let them. One Marine reported that he had been reduced in rank for refusing to get his hair cut

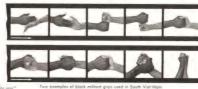
 55% preferred to eat their meals with blacks, 52% preferred to live in allblack barracks

▶ 41% said they would join a riot when they returned to the U.S. However, a nearly equal number, 40%, said they would not.

▶ 28% said they believed that weapons would help the black cause back home, while 35% thought that they would be harmful to it. "What the beast has done for me which is going to screw him." said a black Marine. "is teach me how to use a weapon. The Marines taught me how to improve."

Combat inevitably sharpens both emutions and rhetoric. It is an incendiary combination to be young, black, armed, 10.000 miles from home and in perrestent danger of death in "a white man's war." When the men return to







"Brother, I'm willing to die for you"

Top: 1st Cav. Div (Airmobile) in III Corps. Bottom: Navy in 1 Corps.

\*Brother, knowledge is powe

geant "brown boy" and a mongrel puppy "soul man." Base club operators who accept country and western but not soul musse from their entertainers have paid a toll. Clubs were weeked in Chu Lai. Qui Nhon and a dozen other places in the past twelve months. Two white sail-ors were recently tried for inciting a riot at the Lai My Club.

Violence has reached such a peak in the Dannag area that lights have been installed on the streets of Cap Tren Sha to curb rowing bands of white and black to curb rowing bands of white and black to the curb of the curb of the curb of the and pine. However, the curb of the curb and Dien Hos north of Saugno, hands of black soldiers still waylay whites A white officer in Dannag was critically in jured when a black Marine rolled a grematic under his headquarters. At the make the curb of the curb of the curb of the a reputation for not tolerating Afro hair curva and Black Power salutes.

Unrest among the blacks often turns on real discrimination or the failure of the military to accept the trappings of black soldiers bent on "doing their thing." Promotions, awards and coveted rear-area assignments are too often slow and goes back to the States is bordering somewhere on the psychotic as a result of having grown up a black man in America—having been given this black pride and then going back to find that nothing has changed."

Personal interviews conducted with 400 black enlisted men from Con Thien to the Delta provide a measure, though by no means a scientific sample, of the attitudes of black men in Viet Nam.

▶ 45% said they would use arms to gain their rights when they return to "the world." A few hoasted that they are smuggling automatic weapons back to the States.

▶ 60% agreed that black people should not fight in Viet Nam because they have problems back home. Only 23% replied that blacks should fight in Viet Nam the same as whites.

▶ 64% believed that racual troubles in Viet Nam are getting worse. Only 6% thought that racial relations were improving. "Just like civitian life," one black Marine said, "the white doesn't want to see the black get ahead," > 56% said that they use the Black

"the world," their perspective may shift. and doubtless many black soldiers will become so busy with their own affairs that their militance will fade somewhat Even in Viet Nam, 53% of the black men interviewed said that they would not join a militant group such as the Black Panthers when they return to the U.S. Says Major Wardell Smith: "A lot of what they say they will do, they just won't. They won't be so closely knit, and they will have girls, wives, famthes and jobs to worry over." Nevertheless, a significant number seems likely to continue to believe that the U.S. owes the black soldier a debt both for his service in Viet Nam and his suftering at home. These men are a new generation of black soldiers. Unlike the veterans of a year or two ago, they are immersed in black awareness and racial pride. It is only this fall and winter that they will be returning to civilian life in the cities. If they find that nothing has changed there, then they could constitute a formidable torce in the streets of America, schooled and tempered in all the violent arts as no generation of blacks has ever been

### DETROIT

### A Victory for Reason

Two years ago, when the cits crupted in the days to valent race roting, Deton the days to valent race roting, Detroit discovered the fearful force that is couled in ghetto despart. Law week Black Power flexed again in Detroit, encouragingly, this time at the ballot hos. With solid inner-city support, Wayne County's auditor, Richard Austin, 56, Became the first black in Detroit's history to win a place in the runoff for mavor.

Austin won his shot at city hall with an impressive victory in the nonpartisan primary. He was first in a field of 29 with 124,941 votes, roughly 38% of the total ballots cast. The runner-up, Wayne County Sheriff Roman Gribbs, 43, received 105,640 votes. Under Detroit's election laws. Austin and Gribbs. the two leaders in a primary contest, hecome the candidates for the mayoral runoff election that will be held Nov. 4 Both are Democrats. So tar, neither man has evinced the personal appeal or dynamism that elected Incumbent Mayor Jerome Cavanagh; both candidates, however, preach moderation on the volatile race issue and evoke a sense

Each man boasts a progressive record us an administrator. Austin is credited with having helped to bring order to county finances. Gribbs cleaned up corruption in the county sheriff's office. Yet both remain unknown quantities. Neither Austin one Gribbs has announced his plans for solving out furbon ills. including crime, poverty, inadequate schools and lack of funds.



AUSTIN AFTER PRIMARY
Putting the power in ballot boxes.

Little known last spring even among blacks, Austin was not the first choice of the city's black politicians. They sought William Patrick Jr., president of New Detroit, the community organization created to revive the city after the nots. Patrick would not run, so directly after the nots. Patrick would not run, so when the community organization created in the patrick would not run, so when he had been the community of the patrick would not run. So when he had been the community of the patrick would not run to the patrick would not so when the patrick would be patrick with the patrick would be p

erals, but also white conservatives, who are likely to vote for his pigmentation of not his politics. Even if he does not win. Austin's candidacy represents a victory of reason over violence in Detroit's ghetto, and yet another example of the growing black recourse to the political and economic tools of power.

### THE MAILS

### Turning the Tide

Like identis, unodicited mail has alwas been a lurable plague. Il keeps commy back. To stem the desent, an instruction of linglish at Eastern Michigan University has developed a novel detense Roger C Staples, 34, recently complained to local postal authorities to J. C. Penney, were deluging his Ann Achor home with unwanted "Jeed" mail.

Not so, said local postal officials. The department-store and other ads that offended Staples could not be considered pornography. Chacun a son goût. said Staples, obscenity is in the eyes of the recipient; and he took his case to Washington. He argued: "I consider the advertisements for beds, sheets, pillows, girdles and intimate teminine articles of-Jensive" He turned out to be right. Postal laws do indeed say that the recipient of mail is the sole judge of what is obscene. So out went a federal order to all the firms that had been blithely inundating Staples like any potential customer: they must delete his name from their mailing lists. If they do not, the Post Office will turn their names over to the Justice Department for possible

### Medium Cool at the White House

WHEN Lyndon Johnson's personal effects were trucked out of the White House, they contained at least \$100,000 pictures of the President, his family and sub-ordinates, taken by L.B.3's ubiquitous official photographer, Yorchi Okamoto, 54. Okamoto had served the President as a sort of benign papuracyo during the

Problems are years, recording most of the LB-IX waking moments and some of his sleeping ones, too. The photographer was a familiar split at every Cahine meeting, every National Securit. Council meeting, clurken wanted Okamuto with him Conference of Chamuto with him Conference of the Canada with him Conference on the Canada with him Conference on the Canada with him Conference on the Canada with the Canada water of the Canada with the Canada water of the Canada w

Now that Richard Nixon is in the White House, the atmosphere has turned medium coult. Lyndon Johnson's always verged on blowup. Nixon's official photographer, Ol lie Aktrins. 53, stays in the background. He usually sees the President only when other photographer slo. He has been called on by Nixon for special photographs fewer than two dozen times. Nixon likes his privacy, and Aktins rarely goes along.

with him to the golf course or other leisure activities. As for the Nixon family, Atkins has so lar taken just a few pictures. Says Atkins. "President Nixon considers his fam-

ily to be private."

Nixon wants an adequate but minimal photographic record of his presidency, says Atkins, a veteran of 27 years

with the Saturdan Feering Hart. He has terrimed evictions on the White Hause photolab staff from 11 to four and dismissed the 23-man newsree learn that used to follow President Johnson around: Also gone is 18.1% computerzed photo the Marvels Alkinii "You could push one hotton and our would come point you'd get Johnson frowing. One of the first things we did was throw out that file."

Nixon's reserve does not indicate an increase in White House vereeze, says Atkins. Despite Okamoto's constant presence, Johnson was, always very careful about which photos were released, screening each shot personally. "If a picture was disapproved, it would disappear forever, says Atium. Nixon, in contrast, alexes such matters in distinct front and back, stays Attions." He doesn't care."



PHOTOGRAPHER ATKINS

### EVERETT DIRKSEN: AMERICAN ORIGINAL

HE had the rheumy eyes of a blood-hound, the jowls of a St. Bernard and a haldachin of white hair like that of an extraordinarily unkempt poodle. His face, reporters joked, looked as if it had been slept in. When he spoke, there issued forth a sesquipedalian vocabulary, diapasonal sounds like a Hammond organ in dense tog. His performances had a consciously archaic quality about them. He satirized fustran while indulging in it. His senatorial solemnits was a species of burlesque. He belonged in a Chautauqua rather than a McLuhan age, although he became a master of television performing. His manner, leavened by an exquisite sense of self-parody, conjured up Americana, suggestions of snake-oil peddlers, backwoods Shakespeareans. the gentle rapscallionry of Penrod Schofield's or Pudd'nhead Wilson's world. Betore he died of a pulmonary embolism at 73. Everett McKinley Dirksen had himself become a unique object of

Not everyone, of course, was charmed As Republican leader of the U.S. Senate for the past ten years. Dirksen commanded the power to alter the directions of the nation, and sometimes he almost gave the impression of whimsiculity in the causes he embraced. At times, he was a man of stupelying inconsistency But then Dirksen always was fond of quoting Emerson on the hobgoblin of little minds It was Dirksen, an old supporter of Joe McCarthy, who almost singlehanded kept the utterly superfluous Subversive Activities Control Board in business two years ago It was Ev. too, who had been seekturn the Supreme Court's one-man one vote decision. Yet the civil rights acts of 1964 and 1965, and last year's open housing bill, perhaps would not have passed without Dirksen's aid Similarly. the 1963 nuclear test-ban treats might not have cleared the Senate had not the minority leader, long a vocal opponent of the treaty, searched his mind and concluded that "my earlier opinions

The Mighty Oilcan, Dirksen was apparently serene about such political as a trifle manic. "Change," he once observed, "is inherent to life. The only persons who don't change are dead, or involuntarily confined in mental hospitals" More than an ideologue, Dirksen was a total and masterly politician. His 35 years on Capitol Hill equipped him with intricate parliamentary skills, and his basic instincts were conciliatory. "The oilean is mightier than the sword, he believed. Moreover, from his first days in Washington until his death, his primary concern went to the heart of public policy He was personally kind and shame-

lessly sentimental. In his garden at Ster-

ling. Va., he tended prize roses, poinsettias and camellias. Each year, in his most floriated prose, he beseeched the Senate to designate the marigold as the nation's official flower. "It is as sprightly as the dalfodil, as delicate as the carnation, as aggressive as the petunia, as ubiquitous as the violet and as stately as the snapdragon." He was one of the last national politicians who dared allow his eyes to mist when he spoke of the "fa-lag" and "coun-tray," and, in a way, the emotion was genuine

In the Gas Bag. What ideological baggage he did carry was a fairly con-Midwestern conservatism based upon business and old American virtues of religion and family. Dirksen's the "gas bag" must have had something to do with his later grandiloquence

Actually, the poet and speechiffer had been in him from hovbood; he liked to erect a platform in the barn and electrify himself with his own sermons. After the war, he went back to Pekin, failed in a washing-machine enterprise, then joined Tom and their older brother Benjamin Harrison Dirksen in a bakery. But all the while. Ev was writing short stories and plays. With a friend, he produced three theat ical triumphs in Pekin. In one, Percy MacKaye's A Thousand Years Ago, Dirksen played a fevered lover in pursuit of the Princess of Pekin. He won her, naturally, and kept her. The "princess" was a girl named Louella Carver, who became Mrs. Dirksen in 1927.

Dirksen's political career began in



LYING IN STATE IN CAPITOL ROTUNDA Serenity despite all the transmogrifications.

settled in Pekin, Ill., still speaking their Ostfriesean dialect at home. He was prophetically named for the 19th century orator Edward Everett and for William McKinley, who was elected President the year that Ev and his twin brother Tom were born. The boys went to work early, tending the vegetable gardens on the family's 14 acres, milking the cows and slopping the hogs.

At 18, Dirksen enrolled at the University of Minnesota, working nights as an ad taker for the Minneapolis Tribune. In 1917, he quit school, joined the Army and shipped off to France, where, as a 2nd lieutenant, he was assigned to man a tethered balloon 3.500 tt, above the lines, spotting artillery targets and sweating out German fighters. He sometimes loked that his duty in

parents were German immigrants who 1927, when he was elected Pekin's city finance commissioner. He ran for Congress three years later and lost to the incumbent. In 1932, however, he made it. Throughout his congressional career, Dirksen displayed a prodigious capacity for hard work, arising at 5:30 every morning and carrying home a bulging briefcase each evening. During the New Deal, he did not support all of F.D.R.'s programs, but did vote for many, including social security and the minimum wage and hour bill. He was an isolationist until September 1941, when he switched to support Roosevelt's international policies, including aid to Britain. Dirksen remained an internationalist throughout the war, later backed the Marshall Plan and creation of the United Nations

Fearing that he was going blind, Dirk-

sen quit the House in early 1949. He was on his way to Johns Hopkins in Baltimore for surgery for degeneration of the retina when he "consulted with the Big Doctor Upstairs" and decided against the operation. With ten months of rest, he recovered his vision. In 1951, Dirkson returned to Washington as a

The Succession, It is the memory of Dirkson in the early Evenhower years that has always troubled his liberal critics. He reverted to solationism and became a domestic reactionary, defending the McCarthy's depredations and lighting doggedly to present McCarthy's Sentence of the Carthy's Sentence

successor to achieve. With a Republican President, for one thing, the influence of all G.O.P. Senators is somewhat diminished as they defer to the White House's lead. As Republicans have increased their strength in the Senate othere are now 43, compared with 35 in 1961), their factionalism has also increased. Last week, even as Dirksen lay in state in the Capitol rotunda, the maneuvering to claim his mantle hegan. Pennsylvania's Hugh Scott, the Minority Whip, was the choice of party liberals, while the conservatives leaned toward either Nebraska's Roman Hruska. Colorado's Gordon Allott or Tennessee's Howard Baker, who is Dirksen's son-in-law. Since both Hruska, 65, and Allott, 62, are comparatively colorless. the Senate G.O.P.'s conservative majority may well settle on Baker, 43, a Nixon moderate who would provide the



LICAN NATIONAL (

AT THE CAPITOL LAST YEAR
An impossible act to follow.

presidency with Robert Taff in 1952. But when he seconded to the Senate G.O.P. leadership in 1959, he was mellower, and his ambittons were satisfied. Under Kennedy and Johnson, he became a uniquely loyal opposition to the White House. In hindsight, his largeset failure during the '6ls arose from his desotion to Lyndon Johnson. Dirksen retised to criticage the President for the conduct of the Viet Nam war to conduct the viet to conduct the viet

It was Dirksen's fate to spend almost all of his years in Congress as a member of the minority party. Characteristically, he made the best of it, and no member of the Republican Party had greater impact on the legislation of those Democratic years.

Among Senate Republicans, Dirksen exercised an unchallenged leadership that will probably be impossible for his

party with a more youthful image. A day after the Inneral in Pekin, both Baiker and Scott declared their candidacies for Dirksen's chair, and Hruska added his hid two days later. There was Senate gossip about work-

There was Senate goosap about working out a deal in which Scott, who is
68 and faces a difficult re-election race
next year, might he named leader, with
Baker as his whip Baker, who has been
in the Senate for just three veras, could
thus gam parliamentary experience and
inherit the leadership before long. In
any case, the position will inevitably
count for less now that Dirksen is gone.

The reason is not merely the scope

of the job; it is the stature and the enormous range of the man who has vacated it. Dirksen's act would be impossible for anyone to follow. Who else, after all, could have won a Grammy and outsold Elvis Presley and Bob Dylan with a record on which he read the Declaration of Independence, backed by full orhestra and chorus?

### TIME ESSAY

MODERN American speech, while not always clear or correct or turned with much style, is supposed to he uncommonly frank. Witness the current explosion of four-letter words and the explicit discussion of sexual topics. In tact, gobbledygook and nice-Nellyism still extend as far as the ear can hear. Housewives on television may chat about their sex lives in terms that a decade ago would have made gynecologists blush; more often than not, these emancipated women still speak about their children's "going to the potty." Government spokesmen talk about "rede-ployment" of American troops; they mean withdrawal. When sociologists reter to blacks living in slums, they are likely to mumble about "nonwhites" in

a "culturally deprived environment."
The CLA mas never have used the expression "to terminate with extreme prejuidice" when I wanted a spy rubbed out. But in the context of a war in which "pacification of the enemy intrastructure" is the military mode of reference to histing the Viet Cong out of the properties of the properties of the while that military readily accepted it as securitie.

The image of a generation blessed with a swinging, liberated language is largely an illusion. Despite its swaggering sexual candor, much contemporary speech still hides behind that traditional enemy of plain talk, the euphemism.

### Necessary Evil

From a Greek word meaning "to use words of good omen," euphemism is the substitution of a pleasant term tor a blunt one-telling it like it isn't. Euphemism has probably existed since the heginning of language. As long as there have been things of which men thought the less said the better, there have been better ways of saying less. In everyday conversation the euphemism is, at worst, a necessary evil; at its best, it is a handy verbal tool to avoid making enemics needlessly, or shocking friends. Language purists and the blunt-spoken may wince when a young woman at a party coyly asks for directions to "the powder room," but to most people this kind of familiar euphemism is probably no more harmful or annoving than, say, a split infinitive.

On a larger scale, though, the persistent growth of cuphemism in a language represents a danger to thought and acron, since its Iundiamental intent with the control of the structure of the special control of the structure of green language determines, in part, how the society that speaks it views reraitly. If "substandard housing" makerotting shorts appear more flushed or incitable of the control of the control of American critics has been dissorted and their ability to assess the significance of powerty has been reduced. Perhaps

### THE EUPHEMISM: TELLING IT LIKE IT ISN'T

the most chilling example of cuphemism's destructive power took place in Hitler's Germany. The wholesale corruption of the language under Nazism, notes Critic George Steiner, is symbolized by the phrase endgulinge Losung (final solution), which "came to signify the death of 6,000,000 human heings in gas ovens."

### Roses by Other Names

No one could argue that American English is under siege from linguistic falsehood, but euphemisms today have the nagging persistence of a headache. Despite the increasing use of nudity and sexual innuendo in advertising. Madison Avenue is still the great exponent of talking to "the average person of good upbringing"—as one TV executive has euphemistically described the ordinary American-in ways that won't offend him. Although this is like fooling half the people none of the time, it has produced a handsome bouquet of roses by other names. Thus there is "facialquality tissue" that is not intended for use on faces, and "rinses" or "tints' for women who might be unsettled to think they dye their hair. In the world of deodorants, people never sweat or smell: they simply "offend." False teeth sound truer when known as "dentures." Admen and packagers, of course, are

not the only euphemizers. Almost any way of earning a salary above the level of ditchdigging is known as a profession rather than a job. Janitors for several years have been elevated by imageconscious unions to the status of "custodians"; nowadays, a teen-age rock guitarist with three chords to his credit can class himself with Horowitz as a "recording artist." Cadillac dealers refer to autos as "pre-owned" rather than "secondhand." Government researchers concerned with old people call them "senior citizens." Ads for bank credit cards and department stores refer to "convenient terms"-meaning 18% annual interest rates payable at the convenience of the creditor

Jargon, the sublanguage peculiar to any trade, contributes to euphemism when its terms seep into general use. The stock market, for example, rarely "falls" in the words of Wall Street analysts. Instead it is discovered to be "easor found to have made a "technical correction" or "adjustment." As one financial writer notes: "It never seems to 'technically adjust' upward.' The student New Left, which shares a taste for six-syllable words with Government bureaucracy, has concocted a collection of substitute terms for use in politics. To "liberate," in the context of campus uproars, means to capture and occupy. Four people in agreement form a "coalition." In addition to "partici-patory democracy," which in practice is often a description of anarchy, the university radicals have half seriously given the world "asticipators Communism." which means to steal. The New Left, though, still have a long way to go before it can equal the euphemisms-reating ability of Government officials. Who else but a Washington economist would invent the phrase "negative saver" to describe someone who spends more money than he makes.

A persistent source of modern eup'temisms is the feeling, inspired by the prestige of science, that certain words contain implicit subjective judgments, and thus ought to be replaced with more "objective" terms. To speak of "morals" sounds both superior and arbitrary, as though the speaker were indirectly questioning those of the listener. By substituting "values," the concept is miraculously turned into a condition, like humidity or mass, that can he safely measured from a distance. To call someone "poor," in the modern way of thinking, is to speak pejoratively his condition, while the substitution of "disadvantaged" or leged," indicates that poverty wasn't his fault, Indeed, writes Linguist Mario Per in a new book called Words in Sheep's Clothing (Hawthorn, \$6.95), by using "underprivileged," we are "made to feel that it is all our fault." The modern reluctance to judge makes it more oftensive than ever before to call a man a har; thus there is a "credibility gap" instead. No up-to-date teacher would dare refer to a child as "stupid" or a "bad student": the D+ student is invariably an "underachiever" or a "slow learner."

### Forbidden Words

The liberalization of language in regard to sex involves the use of perhaps a dozen words. The fact of their currency in what was once known as polite conversation raises some unanswered linguistic questions. Which, really, is the rose, and which the other name? Is "lovemaking" a euphemism for the four-letter word that describes conulation? Or is this blunt Anglo-Saxonism a dysphemism for making love? Are the old forbidden obscenities really the crude bedrock on which softer and shyer expressions have been built? Or are they simply coarser ways of expressing physical actions and parts of the human anatomy that are more accurately described in less explicit terms? It remains to be seen whether the so-called forbidden words will contribute anything to the honesty and openness of sexual discussion. Perhaps their real value lies in the acidic, expletive power to shock, which is inevitably diminished by overexposure. Perhaps the Victorians, who preferred these words unspoken and unprinted, will prove to have had a point after

For all their prudery, the Victorians

were considerably more willing than modern men to discuss ideas-such as social distinctions, morality and death -that have become almost unmentionable. Ninetcenth century gentlewomen whose daughters had "limbs" instead of suggestive "legs" did not find it necessary to call their maids "housekeepers," nor did they bridle at referring to "upper" or "lower" classes within society. Rightly or wrongly, the Victorian could talk without embarrassment about "sin." a word that today few but cleries use with frequency or ease. It is even becoming difficult to find a doctor, clergyman or undertaker (known as a "mortician") who will admit that a man has died rather than "expired" or "passed away." Death has not lost its sting; the words for it have.

### Psychological Necessity

There is little if any hope that euphemisms will ever be excised from mankind's endless struggle with words that. as T. S. Eliot lamented, bend, break and crack under pressure. For one thing, certain kinds of everyday euphemisms have proved their psychological necessity. The uncertain morale of an awkward teen-ager may be momentarily buoyed if he thinks of himself as being afflicted by facial "blemishes" rather than "pimples." The label "For motion discomfort" that airlines place on paper containers undoubtedly helps the squeamish passenger keep control of his stomach in bumpy weather better than if they were called "vomit bags." Other forms of self-deception may not be beneficial, but may still be emotionally necessary. A girl may tolerate herself more readily if she thinks of herself as a "swinger" rather than as promiscuous. Voyeurs can salve their guilt feelings when they buy tickets for certain "adult entertainments" on the ground that they are implicitly supporting "freedom of ar-

Lexicographer Bergen Evans of Northwestern University believes that euphemisms persist because "lying is an indispensable part of making life tolerable." It is virtuous, but a bit beside the point, to contend that lies are deplorable. So they are: but they cannot he moralized or legislated away, any more than euphemisms can be. Verbal miasma, when it deliberately obscures truth, is an offense to reason. But the inclination to speak of certain things in uncertain terms is a reminder that there will always he areas of life that humanity considers too private, or too close to feelings of guilt, to speak about directly. Like stammers or tears, euphemisms will be created whenever men doubt, or fear, or do not know. The instinct is not wholly unhealthy; there is a measure of wisdom in the familiar saying that a man who calls a spade a spade is fit only to use one.

### THE WORLD

### MIDDLE EAST: THE WAR AND THE WOMAN



JUBILANT ISRAELI OFFICER AFTER TANK RAID ACROSS GULF OF SUEZ

Wherever we stroll there are always three—you and I and the next war.

Contemporary Israeli Poem

FOR a few suspenseful days last week, the people of Israel wondered whether the next war might not be imminent. Israeli units were engaged in the biggest combined air, land and sea operation since the Six-Day War with the Arabs in 1967. Naval commandos were the first to go into action in the Gulf of Suez, blasting two Egyptian torpedo boats. Next, an Israeli armored unit of 150 men terried across the gult in landing craft, spent ten hours shooting up troops, bases and radar installations with utter impunity along a dusty strip of Egyptian coastline. Not until two days later did the Egyptians reply by sending swarms of MIG fighters and Sukhor hombers aloft, but Israel's air force

Throughout the felephone wires human between Irsel's general staff and a grandmotherly-leoking woman whis is the country's Permier Mrs. Golda Meir. 71. Isleaned to the reports with obstune reliable. At week's end, in a message marking Rosh Hasbardan, the grand of the respective of

They were tough words from a tough lady. Golda Meir became Premier six months ago, after the death of Levi Esh.

sto. With the job, hes inherited the difficult task of overseeing the territories
captured during the Six-Day War: the
Sinas Peninsula, the Ciaza Strip, the
West Bank of the Jordan River, and
the Golan Heights. The news boundaries,
created under a United Nations consecreated under a United Nations consecreated under a United Nations consetion of the deadlines of the Consecution of the
thick of modern history was under way,
the Consecution of the deadlines therefore conthese of modern history was under way.

It is not full-scale war, but far more sertrous than the nagging frontier clashes that sometimes go on between hostile nations for years. It involves issues that reason, self-interest and compromise could settle, yet it is wrapped in nationalstic and cultural harteds that seem beyone resolution in this generation. Each of the property of the

### Formation of Hawks

The current phase of conflict started about 18 month ago with the appearance of stable numbers of Arab guerralitas who called themselves "fedayeen" ("men of sucrifice"). Well-armed, lainly well-trained, loud together by a mystical harter! of the Jews, the fedayeen which are lovely-amaignamed and led by a burly fighter nume! Asset Avaids by a burly fighter nume! Asset Avaids and Tale. Though most Arab governments were reluctant to give them open support for fear of retaliation. He feda-

yeen before long were powerful enough to dely the authorities. The fedayeen never were of major military significance, but they torce the Israelis to maintain constant vigilance, exacting a steady toll not only of lives but of the spirit. Since Mrs. Meir became Premier,

the conflict has heated up considerably, and Arah leaders place much of the responsibility on her. English-speaking Arabs used to refer to her contemplarge, they no longer joke about her. "Under Eshkol," says an Arab professor, "I had a vague hope that something was possible. Under Mrs. Meir, I have no such hope," A Jordanian Cabinet member agrees: "Eshkol hated the hawks, but Golda flies in formation with them. She has always been hard as nails." Part of the time, she has had to be. Nine days before she was sworn in, the Egyptians, having turned the Suez front opposite Sinai into one vast. armed camp, loosed a thunderous artillery barrage. What Egypt's Gamal Abdel Nasser described as "the war of attrition" went into high gear. Since then the artillery has rarely been silent.

Nor was Stuer the only seeme of action. The Israelis-carried out raids deep in Egypti and against terrorist camps along the borders of Jordan and Lebanon. Arab guerrillas lofted Soviet-made Kajuscha reckers inno Israeli kibbutum, or crept across the Borders to plant mines from the Company of the Company o

jetliner with 113 aboard and forced it down in Damascus; two Jewish passengers are still being held by the Syrians. Last week several of the Front's teenaged "cub commandos" tossed hand grenades into Israeli offices in Bonn, Brussels and The Hague, gravely wounding one employee of El Al Airlines

To the Israelis, the situation along the Suez Canal front was the most worrisome of all. There the unremitting attacks by President Nasser's Russiantrained gunners and snipers as well as occasional Egyptian commando torays were taking a toll greater than Israel felt it could hear. In the past month alone, 21 Israelis died in such attacks. The Israelis felt that they must reply

somehow

The ten-hour war was their answer It began when a column of six dusty, vellow-painted tanks and three armored personnel carriers began lumbering across the Sinai Peninsula, headed west The vehicles were Russian, captured during the Six-Day War. The Israeli soldiers aboard them spoke fluent Arabic and wore Egyptian-type uniforms. Moving only at night to escape surveillance by Egyptian planes and hiding under camouflage during the day while temperatures soared above 100 F., the strange convoy reached the Gulf of Suez early last week.

### Unbegrable Burden

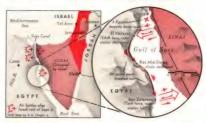
The night before the armored unit set out, Israeli trogmen in boats with muffled engines moved quietly out to sea and headed for the small Egyptian naval base of Ras Sadat, twelve miles south of Port Suez. There the trogmen slid into the water and planted powerful charges under the hulls of two Russian-built Egyptian navy torpedo boats assigned to patrol that section of the gulf; the Egyptian craft blew out of the water.

The way was clear for the Israeli tankers. The next night, landing craft carried them without opposition across the gulf to the Egyptian coast. Laden with extra fuel, extra guns and extra ammunition, the Israelis swiveled off the landing craft before dawn. They achieved total surprise and inflicted heavy casualties on their 40-mile sweep down the coast. As the convox moved south through El Hafayer, trucks pulled off the two-lane asphalt highway with friendly waves to make way for what appeared to be Egyptian military vehicles. They were machine-gunned. Sentries were shot down before they could reach for their guns, Some men asleep in guard posts along the road died without waking when Israeli engineers leaped out of the half-tracks and slid satchel charges into the huts where they lay

Farther down the road, the column clanked up to the small outpost at Ras Abu Dareg, leveled its guns on a radar installation and demolished it. In the village of Ras Zafarana, the tanks destroyed another radar, then radioed Tel Aviv for permission to attack a detach-



DEAD EGYPTIANS SPRAWLED BESIDE GASOLINE TANKER AFTER BATTLE





WRECKAGE OF ISRAELI MIRAGE JET SHOT DOWN NEAR SUEZ CANAL

ment of Egyptian armor parked farther south. Because the convoy had already been in Egypt for ten hours—suffering one man wounded during the whole time —headquarters ordered them home Landing craft picked up the soldiers and forriged them back unpunged.

No reintorcements, ewer arrived to aid the outguned Egyptums, Officials later maintained that they did not want to expose tanks, and men to strating Israeli jets. But two days later, smarting under an attack that thes refused to admit had succeeded, the Egyptians exemplied jets to attack Israeli troups exempled jets to attack Israeli troups All told, Cairo claimed, 102. Egyptian planes were in the air They were chal-

lenged by Israel, pilots, and a worf of obgifphts began. Betore darkness ended the fighting, Israel claimed eleven Egypran planes downed against only one of its own. The total was the biggest for a single day, since the 67 wars and brought total. Egyptian postwar losses to 51 Egypt maintained that it shot down six Israeli planes and lost two. Judging from two wreckage visible on the ground, the werekage visible on the ground.

The Israelis felt that they had compelling reasons for the strike. Through the summer, the country's morale had sagged as casually lists grew. Nasser had begun talking of "a hattle of destiny." Mrs. Merr and her andes decided to remind Egypt's President not to get

carried away by his own rhetoric and to demonstrate that the Arab armies were no match for the Israelis.

The last point was proved beyond the slightest doubt. On paper, at least, the Arab armies are stronger than the lot the Arab armies are stronger than the lot than the Arab armies are stronger than the lot the lot than the lot the lot than

### The Israelis as Occupiers

No one likes to be an occupier, but it's better than the property of the prope

multi detect that implication, before offered must be Irradia. The work of the Irradia would have been faired that except the Irradia would have been that the radies been received Still, that is lattle consolation to a people who are convinced that Israel has no intention of ever giving up the occupied lands. Says Anwar Nusselleh, a former Jordanian Defense Minister. We are occupied by a torong nower whose purpose it is to gather compact by the Irradia of Irra

In everyday life, there is hardly a sign of outright lsraeli repression. The administrative and military posture of the occupiers is low; West Bank Governor Brigadier General Raphael Vardi, who controls some 600,000 Paiestinian Arabs, does his job with a lean staff of no more

than 300 Israelis. Time Correspondent Jim Bell cabled last week after a five-day tour of the West Bank "The Israelis you saw were in the occasional infantry squad, their combat tatigues wet with sweat, walking along a road or eating rations under a gnarled olive tree Occasionally others raced by in Jeeps and weapons carriers, looking neither right nor left. In Jenin, messengers came and went from the military governor's office. Across the street a sweating workman was putting new glass in the window of a bank at which a hand grenade had been tossed the day before. There was no question

Arab mayors have been kept in charge of local government, Arab judges in charge of local law. The Jordanian yillabis, although purged of all inflammators anti-braie material, is still used in West Bank schools. Is raeli agricultural experts dispense advice to Arab farmers. While business on the whole is down because of the loss of Arab tourism, the oc-

that the Israelis were there. But they

went about their business looking

through the Arab sea around them.

vergor Brigalet
me (60),000 Pair
where agreement, be
no point in 133/ng

DOCUMENT CHECK AT JORDANIAN BORDER

capied areas are not economically stagnant. There is a reasonable animain of practical cooperation with the Arabis, but Israelt officials do not deceive themselves about the depth of hostitist toward their rule and, as a result, permit a good deal of criticism. "You can say anything you tike over there." explains Jerusalem Mayor Tedde Kollek. "hist we won't stand for bomb throwing." Indeed, terrorism or schelering and anding fedayeen commandos bring quick, harsh Israel retaliation. Houses are razed and suspects are arrested and field without due process. In general, however, Arab resistance is sulfen and passive. There is hardly any treatmutation, in entire stage the stage of the sulfering and and suppers a terrorism of the sulfering and and suppers a transition of the distribution of the sulfering and the sulfering and the process.

Israel realizes that absorption of more than 1,000,000 Arabs into Israel I for could be dangerous. "All the Jews will be getting JPh.Jb.," feets Premier Meir, "and the Arabs will be doing the dirty work." Defense Minister Moshe Davan explains that "we do not want to exploit them or coloniate them or turn them into Jews. We just want the right to be there and to let them run their on the property, with full right—but not to depend on their agreement, because of agreement with them, but no point in the south of the property of the propert

right, we know what you think and you know what we are doing. As things are like that anyway, how about trying to drill for water or have a mutual bus company taking

Even in such enlightened talk, Israelis inevitably refer to the Arabs "they"-signifying an Israeli sense of difference and superiority. Not a tew Israelis, mainly intellectuals, worry about the ultimate effect of the occupier's role on the national character. There has always been a small but gnawing guilt feeling that Israel acquired some of its richest lands because the earlier Palestinian owners were, in one way or another, forced out. Throughout their history, the Jews have lived too often as aliens in someone else's land, at someone else's mercy, to be entirely at ease in their new role as occuriers. However necessary and fair-minded the Israeli administration of the occupied territories

may be, there are Israelis to whom the idea of Jews ruling anyone

against his will is repugnant.

Union since the 1967 war and includes Mic-21s, T-55 tanks and SA-2 surface to-air missiles. None of it seemed to be absolutely soring." Practice is seemed to the property of the property of

One problem is that most Arab soldiers are far less motivated than their Israeli counterparts, who are sure that they are fighting for the survival of their nation. Arabs have fought bravely, but they do not have the feeling that the very survival of their countries is at stake. Some of them may also sense that they are serving rulers who use and abuse them. Unimaginative strategy is another problem. Nasser, for example, has stationed powerful torces along the Suez Canal and around Cairo, an in-depth defense reminiscent of the Soviet strategy in 1941, when the Germans were nearing Moscow, "What Nasser has bought," tormer Israeli Intelligence Chief Chaim Herzog said last week, "is the creation of a Moscow redoubt around Cairo. On this line, the Egyptians will fight. On the rest they will not. But Egypt will also have to import the snow to complete the strategy." highly mobile Israelis have it within their power to offset such defenses by attacking the exposed flanks-which is precise-Is what they did last week

The scope and feroetty of the week's operations seemed a sure sign that once again the Middle East's treeconcilable antagonists were inching toward the hrink of war. In Israel there was grim statistation over the week's statistics—at least 150 Egyptians dead in the sur-prise raid, nearly a dozen planes downed. "A shocking blow to Egypt," said De-fense Minister Moske Dawin "The ones

to come will be bigger."

### No Monopoly

Golda Meir made it clear that indeed there would be turther blows, unless. Nasser and his ailies halt their
bombardments and guerrilla rails. A
street, "she said in an interview with
Fiste." It is not something we wish for.
But if it has to go on, if that's the postion of the Arabs and thes won't stop,
the bodies we can take more
than they believe we can take And we
can fight back."

Added Mrs. Meir: "We also have no alternative. There is nothing we can do about it as long as the Arabs worlt have peace, as long as they won't even abide by the cease-fire; and if that's how they want it to be, we will live with it. And they'll know that we aren't the only ones that suffer, We have a duty to protect our people."

That duty can be onerous. Israel, with its small population (less than 3,000,000), simply cannot afford a war of attrition as easily as Egypt, with its

33.5 million people. Every casualty hurts. Last week, for example, the Premier's elation over the successful Gulf of Suez raid was tempered by the fact that three navy frogmen en route back to Sinai from the Ras Sadat exploit were accidentally killed by a faulty charge. "How unlucky it was," she said sadly to an aide, "that they had done their job so beautifully and on the way back had encountered tragedy." When the massive dogfight broke out, the Premier was less interested in the Israeli kills than in the fact that an Israeli pilet had been shot down over Egypt and captured. She telephoned General Haim Bar-Ley, her Chief of Staff, and

tically certain of victory. But her successor may well be determined four years from now by a combination of personality and approach to the occupied territories.

Israel has other problems, many of them the result of economic good times. Approximately 25,000 Arabs from the occupied territories have taken jobs in Israel, but the labor pool is still short. Preces are being kept in line only because the government refuses to sanction wage mercases, one result of this vs. aseries of labor deputes, including a postal strike mail in the Perusalem post office. About

the only problem for which there appears



Debilitating toll of both lives and spirit.

asked for all the personal information he had on the airman.

Nevertheless, she is convinced that Israel must maintain a tough attitude toward the Arabs and accept the losses. As a result of her approach, the Israelis no longer speak of "retaliatory" raids, but "anticipatory counterattacks."

This theory of pragmatic belligerency receives general support among Israeli politicians, especially in view of the rising casualties along the Suez in recent months. Where the politicians do differ is on the question of what to do about the occupied territories that Israel shows less and less inclination to relinquish. One faction of the ruling Labor Party. represented by Deputy Premier Yigal Allon, argues for the establishment of paramilitary settlements in the occupied territories. Moshe Dayan favors an interlinked economy to benefit Jew and Arab. A program advocated by Gahal a right-wing nationalist party led by Cabmet Minister Menahem Begin, is for outright annexation. Though she generally tavors Allon, Mrs. Meir has publicly refused to commit herself to any of these approaches-until and unless negotiations with the Arabs begin. For the present, the occupation issue scarcely figures in electoral politics. Elections for seats in the Knesset will take place next month, and Mrs. Meir is practo be no formula is how to achieve peace. Says Golda Meir: "I don't know when peace will come. But I have no doubt that it will."

Golda Meir's character, like that of the state of Israel, was shaped in the ghettos of Europe and drew on a heritage of two millennia of sorrow and insecurity. The essence of the woman is conviction, without compromise, and expressed with all the subtlety of a Centurion tank. She seldom loses an argument, and once, after a heated policy dispute, so unnerved Davan that he felt obliged to ask before he left her office: "Do you still love me, Golda?" Her convictions extend to her personal life. She still refuses to ride in a German-made car, and is so egalitarian that even as Premier she cooks her own breakfast and will occasionally make tea for a military courier. For all her toughness, she remains feminine enough to weep at the funeral of a soldier. Like many other Israelis of her gener-

ation, including former Premier David Ben-Gurton, Mrs. Meir was born in Russia. At the age of eight, she emigrated from Pinsk to Milwaukee. She can still recall the early days in Russia, when her family regularly boarded up the windows as protection against gains bent on pogroms against the Jews. On one occasion, while she was plaving in the streets with other Jewish children, cossacks spurred their horses to jump over the heads of the tion for the direction that my life has taken," she said many years later, "it is the desire and determination to save Jewish children from a similar scene and

from a similar experience."

In Milwaukee, Golda grew into a fairskinned girl with chestnut braids, deepgrav eyes and a lively intelligence. At 14, she left home to live with a sister in Denver. There she met a politically enthusiastic group of Jewish students and an introspective sign painter named Morris Myerson, Zionists became her closest friends. Myerson her fiancé. She was teaching in a Yiddish school when she was introduced to Ben-Gurion, then 30, who was touring the U.S. in hehalf of Zionism. After the meeting, Golda joined the Labor Zionist movement. She and Myerson were married in 1917. and in 1921 she persuaded him to sail to Palestine with her as a member of the third aliyah, or wave of immigration. In the British mandate, they joined the kibbutz Merhavia, ten miles south of Nazareth, where she became an almond picker. Malaria was common. So was sniping from Arab villages.

### No Hurry

Golda later moved to Jerusalem and tried to concentrate on raising her son Menachem and her daughter Sara. Unhappy in a purely domestic role, she went back to work as secretary of the Women's Labor Council. As the Jews pressed toward independence, Golda's apartment became a planning center for illegal immigration. Golda was sent to the U.S. to raise money for weapons. In less than three months she collected \$50 million, and Ben-Gurion referred to her as "the Jewish woman who got the money that made the state possible." On the eve of Israel's nationhood, she went to Amman to see Jordan's King Abdullah. Dressed as an Arab woman, she secretly crossed the Arab lines. Abdullah asked her to delay proclaiming the state. She replied: "We have been waiting for 2,000 years. Is that hurrying?

The Myersons were separated by 1945; he returned to the U.S., then moved back to Tel Aviv, where he died in 1951. When Ben-Gurion requested that his Cabinet members all take Hebrew names, Foreign Minister Golda Myerson chose Meir, which

means "illuminates."

Mrs. Meir has served in many posts, from Israel's Minister in Moscow to Minister of Labor. She became best known as Ben-Gurion's Foreign Minister, supporting his philosophy of strong retaliation against Arab attacks with such ferocity that he called her "the only man in my Cabinet." One episode still rankles: in 1957, after Israel's sweep through the Sinai, she had to rise in the United Nations and announce that Israel would withdraw, as the great pow-

Deciding that "I want to be able to

live without a crowded calendar," Mrs. Meir in 1966 gave up all assignments except the post of secretary-general of the Mapai, the Israeli labor party. She managed to spend more time with Daughter Sara and her family in the peach, pear and gladiolus-growing kihbutz of Rivivim near Beersheha, where the kibbutzniks recently presented their Premier with a two-room apartment. Son Menachem is a cellist who has studied with Pablo Casals and is now completing his studies at the University of

### Crowded Calendar

The rural idyl ended last February when Levi Eshkol died. Mrs. Meir had kept close watch on party politics as secretary-general. "All government decisions," went one joke, "are cooked in Golda's kitchen." Mrs. Meir agreed to become Premier, but younger members of the party questioned her age. "Sev-



DEPUTY PREMIER ALLON No longer quite such an underdog.

enty is not a sin," said Golda flatly. As Premier, Golda happily went back to crowded calendars and 14-hour days. She runs her Cabinet like a front-line officer, thumping the table for order and making blunt and rapid decisions. "She listens to everyone," says an aide, "but she interrupts if they ramble. She has an open mind, but it's like arguing before a judge. When she makes a decision, it's made." A chain smoker who goes through nearly three packs of cigarettes a day, the Premier hides them when she greets a visitor or appears on television. "I don't want to have a had influence on the young," she explains, "but there's no point in my giving up cigarettes now. I won't die young."

Golda Meir represents a pious, earnest generation that has begun to disappear in Israel. In its place are the fast-living sabras (born in Israel) with whom the older generation is frequently out of touch. Visiting England several years ago, Mrs. Meir was asked by newsmen why the Beatles had been refused permission to visit Israel, Who, she demanded, are the Beatles? After she had watched the quartet perform on television, she turned incredulously to an assistant. "How could they imagine," she asked, "that the government of Israel would give permission to these people to come in and give us culture?

Mrs. Meir is in good health and plans to serve the four-year term to which she is almost certain to be elected. Nevertheless she is grooming Deputy Premier Allon, 50, a loyal, Oxfordeducated party man, as her successor. Dayan. 54, will undoubtedly fight for the job too, but Mrs. Meir considers him a maverick unsuited for the top. To broaden Allon's experience, Mrs. Meir is thinking of making him Foreign Minister, a job now held by the mellifluous Abba Eban. In turn, Eban. 54, would become Information Minister, charged with improving Israel's image.

That image has grown a bit tarnished ot late. Before the Six-Day War, Israel was seen as a valiant underdog surrounded by hostile giants. Its victory in that war was widely cheered, but as the border conflict ground on, the feeling began to develop that Israel was heing a little too tough in its retaliation, a little too intransigent in its refusal to yield any of the occupied territories without an overall settlement, To avenge an El Al passenger's murder by terrorists in Athens, Israel destroyed 13 aircraft in Beirut. It has annexed all of Jerusalem. For the first time since the Biblical epoch, Jews have become military occupiers of other people's land (see box, page 30).

Fruitless Efforts In the wake of last week's raid, Washington fired off stiff notes to Cairo and Jerusalem, urging more restraint along the canal. But some U.S. officials were plainly more annoved with Israel for having launched the attack than with Egypt for having goaded its enemies. A State Department official grumbled, "When is Israel going to learn that it cannot shoot its way to peace?" Other officials were irritated by the Israelis' conviction that the only way to persuade the Arabs to end their border violations was to hit them hard and often. The U.S. maintains that escalation by one side merely causes escalation by the other side; the Israelis retort by asking whether they are expected to turn the other cheek to guerrillas and artillery. The U.S. points out that security for Israel cannot be achieved simply by holding onto territory; the Israelis retort that before the Six-Day War they were naked to attack by Syrian gunners from the Golan Heights, by guerrillas from the West Bank, and

In such arguments, one curious factor works against the Jews, Everyone more or less expects the Arabs to be "fanatics," so that any real or apparent concession is welcomed with wonder and relief; but the Jews are expected to be

more reasonable, so that any intransigence on their part is regarded with special impatience. Moreover, Israel is a Western, industrial power and its precise and powerful strikes against guerrilla forces-no matter how much modern equipment the Arab nations have received from Russia-somehow make the struggle seem unequal

Washington is also annoved with Israel for waging a vigorous campaign against the U.S.-Russian talks aimed at achieving a proposal for a settlement As it happens, the talks so far have been totally futile. Next week U.S. Secretary of State William Rogers and Sodue in New York for the opening of the U.N. General Assembly, are scheduled to meet to discuss the Middle East Even it Washington and Moscow were to devise a peace formula, Israel steadfastly refuses to recognize any settlements arranged by outside parties "Tell Washington that we will never go along with this," Mrs. Meir says. For its part, Israel would like Washington to pressure Moseow to talk the Arabs into meeting Israel across a table. But the Arabs refuse until their territories are returned-and would probably still refuse even if Israel were to comply

### Shopping for Weapons

With the outlook for peace bleak Mrs. Meir will visit the U.S. next week -at the same time that Nasser will be in Moscow, ostensibly for a medical examination. Her principal reason for coming is to call at the White House with a shopping list of U.S. weapons. Israel's government negotiated almost three years ago for the purchase of 50 Mirage fighters from the French, only bargo the deal. Initially, it was expected that the new Pompidou government would lift the embargo, but apparently Deprived of the French jets, Israel

worked out a deal to purchase 50 F-4 Phantoms from the U.S. The first of the planes began arriving two weeks ago -much to the anger of the Arabs. Arguing that the only way to preserve peace in the Middle East is to make certain that Israel is stronger than the Arabs, Mrs. Meir plans to ask Nixon for another 25 Phantoms, some A-4 Skyhawks and more Hawk ground-to-air missiles. It may take some time, but

the State Department and Pentagon are expected to approve the request With or without the additional planes

Israel is certain to step up its anticipatory counterattacks, particularly to relieve the pressure on the so-called Bar-Lev defense line near the Suez Canal. One object of last week's raid for example, was to provoke Nasser into shifting southward some of the 80,000 men he has along the canal, but he is unfikely to do so. Thus more Israeli attacks can be expected south of Suez. Eventually, the Israelis might also bomb the big industrial center of Helwan, 15

miles south of Cairo, where they could inflict damage to Nasser's economy without hitting population centers. The Israelis do not want to gobble up more Arab land. "Our strategy is not to cross the Suez Canal and head for Cairo. says Davan. "It calls for holding the Jordan River line, but not for occupying Amman, Damascus or Beirut

It has been said that while the hapless Arabs cannot win the war, the Israelis cannot win the peace. Political Scientist Samuel Merlin suggests in his The Search tor Peace in the Middle East that the great weakness of Israel's diplomacy "is that it has no blueprint of its own for peace. It is not that Israel prefers a state of conflict and tension to normal relations with her neighbors. It is that the minds of the Israelis are totally preoccupied with the job at hand: to build the country." That comment is to the point, and dis-

turbing even to the most

In a renewal of the allout wars of '48, '56 and '67. there is little doubt that Israel would overwhelm the Arabs: a decade hence victors might not be so certain For that reason, observers occasionally wonder whether Israel may not be trying to provoke precisely such a full-scale fight It might be an appealing idea. it the Israelis were convinced that a total rout of the Arab armies would also send Arab governments toppling But that too might he a questionable achievement For despite the Israelis' obvious anxiety to get rid of Nasser and the la natic Baathists in Syria and Iraq, there is no guarantee that those men would not he succeeded by even more

There is no obvious way out of the diadmitting the 1,500,000 Palestinian relugees who left since 1948? The Israelis point out that the Palestinians, who are the heart of the guerrilla movements now in existence, would form an enormous fifth column. A more reasonable approach toward restoration of the Sinai, the West Bank and Jerusalem? The Israelis gave the Sinai back to the Egyptians in 1957, and Nasser promptly filled it with armor. A decision to ignore the guerrilla pinpricks? That might only inspire the Arabs to greater boldness and more attacks. And yet can Israel really settle down to years and decades of continuous conflict? And on which side will such a long, drawn-out conflict be harder in the long run?

Not quite at war but not quite at peace, the little nation endures-even thrives. There is a stunning sense of accomplishment, of determination and of community-the country is small enough to give its citizens the feeling that they all know one another. The economy is booming and supermarkets overflow with a cornucopia of kibbutzgrown produce and high-quality manutactured goods. Most weekends the beaches are jammed, as are the kibbutz swimming pools. But then there are the reminders, the terrorist bomb blasts and the snipings; the veterans of the first two rounds with the Arabs, now serving as home guards; the veterans of the third round, still drilling regularly with the reserves; and most disturbing of all, the teen-agers whose mothers wonder whether they will become veterans. or casualties of a fourth round.

In Egypt, the wartime aura is no less pervasive in the cities, but almost unnoticeable in rural regions. Even if Israel were to continue mounting raids like last



MRS MEIR WHEELING GRANDCHILD Pinsk to Milwaukee to Tel Aviv.

week's, Nasser would not necessarily sulter. He is less susceptible to public pressure than is Golda Meir. Moreover, he has going for him that tamous Arab shrug known as ma'alesh, which indi-

cates that nothing can be done About the only dim hope for peace entertained by Mrs. Meir and other Israeli notitierans is that one day the Arabs will change; that Nasser or his suecessor will be compelled to pay more heed to the real needs of his country than to the blood feud with Israel. Says she: "I don't imagine that tens of millions of people in the Arab countries are prepared to live like this forever, and see their children dead because of lack of food and medical care just for the grandeur of their leaders who want to destroy Israel." Peace may come eventually. But given the nonpacific way in which the year 5729 went out last week. it is not likely to come during the year 5730, or for many years thereafter.

### FUNERAL IN HANOI, FEUD IN PEKING

S echelons of MIGs thundered over-A head and cannon boomed out a 21gun salute, North Viet Nam's Premier Pham Van Dong burst into tears. So did Nguyen Huu Tho, leader of the Viet Cong, as well as many of the 100,-000 spectators assembled last week in Hanoi's Ba Dinh (Independence) Square for the funeral of Ho Chi Minh. "It was as it Dong had lost his father." said Jean Sainteny. France's official representative at the ceremonies and a veteran of many years in Indochina. "Suddenly he must have realized that he had to assume all the burdens of all the people of Viet Nam and of the coltic, it called on North Viet Nam's Communsts to preserve the unity that has marked the party over its 24-year history and expressed hopes that his successors would do their best to reduce the tensions besetting other Communist parties (see following stors). As for the war that had occupied his final years, he predicted: "The U.S. imperialists will have to pull out. Our comparties in the North and in the South will be reunited under the same roof."

During the ceremonies. Le Duan played the leading role. He read a series of oaths (to win the war, for example), and with each, the throngs in as Kosvgin was also on his way home from a visit to Hanoi. On that octhe airport-he was received by Chairman Mao Tse-tung. Almost certainly, they then agreed on the need to increase aid to North Viet Nam, but no progress was evident on the settling of their feud. Since then, the feud has grown to epic proportions. Last March, just after a bitter, bloody Soviet-Chinese clash on the Ussuri River, Kosygin sought to telephone Peking's leaders. As Chinese Defense Minister Lin Piao later told the story, the Chinese replied coldly. "In view of the present relations between China and the Soviet Union, it is unsuitable to communicate by telephone. It the Soviet government



Response to the posthumous plea—but each for his own reasons.



KOSYGIN & CHINESE DELEGATE AT FUNEKAT

legiate leadership, without the advice of Ho."

Some 34 foreign delegations had arrived m the North Victimamese capital for the occasion, including an unofficial group of Americans led by U.S. Comgroup of Americans led by U.S. Combert of the company of the combine of the company of the combine. The three men who are expected to wield his powers, at least for a white —Dong, Part's Secretars, Ite Duan and National Assembly Chairman Troub.

Simple Sanddis, Ho's body, inside a glass coffin, was clad in a khaki tunic. At his feet was another glass box, commissing the rubber andals fashioned from used tires that symbolized his accretes the Behind the coffin were black-fringed national and party flags. "Hamo mourns," reported North Viet Nam's news agency, "with its theaters, cinemas and other recreation places closed or vacant. No songs, no laughter."
Ho's last testament was in keeping

with his personal brand of austerity. Written in a succinct style that U.S. analysts immediately pronounced authenHa Dinh Square raised their arms and roared: "We swear it!" Duan also read Ho's will and delivered the funeral oration as well. Despite his prominent role, however, analysts agree that he will share power with Dong and Chinh for the foreseeable future.

### Cool Confrontation

In death. Ho Chi Minh last week achieved what had begun to look like an impossible feat. He brought Soviet Premier Aleksei Kosygin and Communist Chinese Premier Chou En-lai together for perhaps as much as 41 hours of talks. In his final testament, Ho described how "deeply I am grieved at the dissensions that are dividing the traternal parties." Few parties have been less fraternal lately than the Chinese and the Russian, yet both, for their own reasons, responded to Ho's pleafor unity. Though the conference at Peking Airport appeared to leave intact the deep ideological chasm between the two, the mere fact that the meeting took place was intriguing.

The last high-level Sino-Soviet confrontation was held in February 1965,

has anything to say, it is asked to put it forward officially through diplomatic channels." Despite the snub, Moscow persisted-and again was turned down. Finally, this summer, the Soviets and the Chinese managed to hold low-level talks on border river navigation, and the stage seemed to have been set for more significant border talks. Then a new clash broke out along the Sinkiang-Kazakhstan border, and in the past month, Peking and Moscow have exchanged serious charges. Peking accused the Russians of causing an astounding 429 border incidents in June and July alone. Moscow countered last week by charging China with 488 frontier violations between June and mid-August, and warned that further encroachments "will be most resolutely rebuffed. Only Ho's death, and the opportunity

it offered the Chinese to strengthen their position in North Viet Nam, seem to have brought Peking to the point of agreeing to a new meeting. Certainly, the Chinese could not have snubbed Ho's pasthumous plea for an end to comradely hostility without offending Hanoi. Rumanian Premier Ion Gheorghe Mau.



## Carpet of HERCULON® keeps its spotless reputation even when dragged through the mud.

Entrance requirement for schools is a carpet of HERCULON® olefin fiber. It stands up under heaviest traffic. Beautifully. It doesn't absorb stains or soil. It's also amazingly easy to clean. If a carpet of HERCULON can keep looking beautiful in a school hall, think how

well it will behave in your home or office. It will give you long life at a

For more information about carpets of HERCULON, contact Fibers Merchandising, Hercules Incorporated, Wilmington, Delaware 19899.

\*Hercules registered trademark.



## Orders. Complaints. Another one of those days.



Totally new! 1970 Olds Cutlass Supreme, elegance in a trim new size. Imagine you cruising around town in this beauty. Proud? — you'd better believe it. This trim new personal-size Supreme lets you move up to Olds elegance without leaving the low-price field. But that's your secret—

## Wouldn't it be nice to have an Escape Machine?



a secret luxuriously hidden under that formal new roof and elegant lines. And there's Rocket V-8 action that won't quit – thanks to Oldsmobile's exclusive Positive Valve Rotators. Cutlass Supreme – one of 29 exciting Escape Machines. Come in and see them all – youngmobile thinking for 1970.





Naturally, Chivas drinkers aren't the only ones who try to squeeze the last drop out.

However, they are a bit more patient about it than the rest.

Almost certainly the initiative for the meeting came from Moscow. Japanese Communist Party Chairman Sanzo Nosaka said that Kosygin used his North Vietnamese hosts as go-betweens to let the Chinese know that he wanted to stop off in Peking. According to Nosaka, Kosygin made his request as soon as he reached Hanoi, but Peking had not bothcred to reply by the time he departed five days later. Kosygin flew to Calcutta and was en route to Dushanhe in Soviet Central Asia when the Chinese leaders finally approved the meeting. Though Kosygin's long detour was interpreted as a loss of face for the Russians, Moscow should ultimately profit from having demonstrated its willingness to forsake protocol in the interests of peace.

Front Tolks. Whether the talks did anything to further the cause of peace, however, is questionable Both sides later described hem as "frank," which suggests that they were probably bruspunts in Miscows, Kosygin intended to extablish a basic for possible later actions against China in the cent that contained the control of the control of the properties of the control of the control of the viet Union would tolerate on turber border violations.

The border remains touchy Soviet armed strength in Asia is estimated at up to 1,500,000 men. Countering this force along the border are more than 40 Chinese divisions, totalling about 300,000 men. Over the past several months, the Chinese have become increasingly worried by reports in Western newspapers hinting that Moscow is considering a preventive strike against Peking's atomic-weapons plant at Lanchow and the nuclear testing grounds at Lop Nor. although Kosygin has dismissed such stories as "total nonsense." According to an Indian Foreign Ministry report. China now has begun moving its Lop Nor facilities south to Tibet -farther from the Soviet border.

There is certainly nothing nonsensical, however, about speculation of turrher trouble to come between the Communist powers. Their positions are son far apart," Javer Malo, Albania's ambassador to Paris, noted gloomily last week, "that one cannot dare to hope for a reconcilation." Perhaps the most that can be hoped for as that they will manage toward alloward allowards.

#### AUSTRALIA

#### Ankles Aweigh

It was a splendid day for the sexenth annual Henley-on-Fodd Regatta, high point of the year for the outback town of Alice Springs, Australia in broiling sunshine, yaeths representing for the Australia's Cup, while sunbronzed Aussie and Yank oarsmen strained for the rowing championship. Children fished happily while sline strained for the rowing championship. Children fished happily while lifequared in surfaceast's kept an eye out for bikined girs' in diverse. Bit as any Astamilistream regatta Consider.

▶ The youngsters "fished" by digging in the sandy riverbed for wooden fish that were redeemable for prizes.

▶ The surfboards rolled along on rails. Lifeguards, reeled out by teammates.



AUSSIE "YACHTSMEN" IN ALICE SPRINGS Bit of fun and a lot of thirst.

"saved" attractive girls, then were reeled back.

The yachts and the racing shells, all

with their bottoms cut out, were powered by eight pairs of hairy legs protruding from the hulls.

The oddest thing about the event was that Alice Springs is 1,000 miles from the sea, and the Todd, which has flowed only five times in the past ten years, was dry as a bone. Henley-on-Todd is the Aussies' put-down of England's very proper Henley-on-Thames Regatta. Fun it may be, but it also involves work's slogging through the sand of the riverbels is exhausting.

There is some ground for believing that the even is dedicated primarily to working up an even larger thirst than is usual Down Under, Last week's turnout of 4,500—half of them children—downed 3,360 pint bottles of beer, most of it sold from a bar sited in the center of the otherwise dry river.

#### BRITAIN

#### Labor v. Labor

Pecked at by unfavorable opinion polls, the opposition Tories and even the once faithful unions. Birtiain's Prime Mininter Harold Wilson has had nothing to crow about for a long time. Last Peakins gave thin a long time. Last peakins gave thin sambling, Reporting on the balance of payments for the first half of the year, he announced that for the first time since 1962 Britum's income had exceeded the outgo. Jam's income had exceeded the outgo. Jam's income had exceeded the outgo. Jam's income had exceeded the outgo.

The figures do not mean that Britain's economic crisis is over. Most of the modest \$115 million surplus came from tourism and other 'imsibile' carnings, high costs and low productivity, still result in an excess of imports over exports. Even so, the first tentative signs of success for his tough economic polcity gave Wilson some sorely needed beverage to use against the Torics—and against the Labor Party's often uncooneraitive allies in the labor movement.

Mutual Feeling. The Labor Party normally marches alongside Britain's unions. The unions invented the party, and through the years they have bankrolled it, supported it at the polls and provided many of its leaders. Of course, there is always some strain when the party is in power and must place national responsibilities ahead of union interests. Since Wilson formed his government in 1964. Labor and labor have been at arm's length-if not sword's point. While the unions harped on the issues of workingmen's pay and pride, the party was attempting to defend the pound and rescue a faltering economy. among other ways by keeping wages in line. As a result, I abor has begun to regard labor as an occasionally dangerous liability. The feeling is mutual.

The split was painfully evident two weeks ago when Wilson turned up at the annual meeting in Portsmouth of the Trades Union Congress, which represents 155 unions and 8,875,381 workers. Sullen delegates voted a resolution condemning Wilson's plan to extend his vigorous wage-restraint law indefinitely. Then Wilson delivered a tough warning ("Every penny must be earned") that may have appealed to his nationwide IV audience but only enraged the union chiefs, "Well, the writing's on the wall, now," said T.U.C. Delegate Cyril Philips. "The Tories will go back into power next time because a lot of disillusioned people will abstain from voting."

Though the hostility between govcrament and unions began to grow almost from the moment Wison took office, there was no head-on clash until this spring, when Wilson vowed to end admanging rash of wildcut strikes by imposing stiff lines on oftending workers and unions. In June, Wison was forced to back down under fierce opposition both within his party and among the unions. The showdown came when Victor Feather, the T.U.C.'s earthy new chief (see hox), warned that labor might just let Labor go it alone at the polls next time. Wilson is expected to call an election in the fall of 1970, or in any case before the April 1971 deadline.

In exchange for Wilson's agreement to drop the proposed penalties, Feather gave his "solemn pledge" that the unions would do something themselves about the stoppages. Such strikes account for 95% of all work stoppages in Britain. and last year cost the country 4,500,000 man-days. Whether Feather will be able to redeem his pledge is uncertain. In August, 1,300 blast-furnacemen at a steel plant in Port Talbot, Wales, ignored his efforts to end a three-week walkout that hammered steel output to a 17-

Nation of Stewards, Feather's problem is that, as far as labor goes, Britain has always been a nation of shop stewards. The rank and file flout their na tional leaders, who generally pay little attention to "the blue-collar blokes." Moreover, the T.U.C. is a loose conglomeration of strong individual unions. Since June. Feather has been jawboning his union chiefs on the virtues of labor discipline on the shop floor. His main argument; if the T.U.C.'s voluntary approach fails, Labor will be defeated at the polls, leaving the unions at the not-so-

tender mercies of the Tories.

Feather is also moving to trim the power of the miners, steelworkers and other old-industry unions. He wants to cut strikes and industrial unrest by 40% over the next year, but the government businessmen and the public appear doubtful that he can succeed. It Feather fails. Wilson could be hurt. The latest Gallup polls show that only 25% of the electorate think that the Labor Party can halt the stoppages: 31% think that the Conservatives would do a better job.

With some luck, Wilson may be able to buy back public confidence before he faces the voters again. The price may well be continued antagonism of the unions. But just as U.S. unions have a way of quarreling with the Democratic Party and then supporting it at the polls, British labor may well close ranks. "When it comes to the crunch, said a T.U.C. official, "we'll all stand together." Even if that forecast is correct, there is no indication where the rest of the country will stand

#### Ruling a Kingless Kingdom

S Britain's top labor leader, Vic Feather must try to hold sway over 155 fiercely independent unions that often prefer to behave, as one union boss put it, like "baronies in a kingless kingdom." At Portsmouth, where Feather was elected to a fouryear term as head of the Trades Union Congress last month, the barons were flexing their muscles. "The problem is not that we have too many strikes," cried one official, "but that we don't have enough

It a revolution from the top is what it will take to tame the unions. Victor Grayson Hardie Feather may be just the man to bring

it off. He has the name and the background. The son of a sometime furniture polisher and fulltime pacifist, Feather was born in the milling town of Bradford and went to work filling flour sacks at 14. He worked nights on a local Socialist paper, where he used to talk politics with the publisher's daughter, who is now Minister of Employment and Productivity, Barbara Castle, At 29,

· A roll call of British labor came Britain's first independently elected Labor Member of Parliament in 1908 Keir Hardie founded the Indepen-



FEATHER AT CRICKET

choosing unionism "because I wanted to get rid of poverty." Feather started off with the T.U.C. as a local organizer. He is still well known among the rank and file, and he is not at all reluctant to personally wade into trouble on the shop floor. Nor is he shy about lapsing occasionally into the Yorkshire-accented billingsgate that he has perfected over the years in leading T.U.C.'s toughest negotiations-including British Ford's acceptance of unions at Dagenham during World War II At 61, he lives with his wife in the same small semidetached villa near London Airport

> he has had for more than 30 years. Though his salary is less than princely (\$9,240), he has managed

to assemble a good collection of paintings and

Feather is not a man for abstractions, he does argue that "the unions critics "don't know what they're talking about; the unions are not powerful enough." It the unions were really as strong as they should be. he argues, they would be able to enforce production-line peace. That is vital to labor-and to Harold Wilson's Labor Party, whose future

#### SAN MARINO

The Shuttle Vote

As the 13,314 voters trooped up the cobblestoned streets of little San Marino and into the polling places, there were some who seemed obviously out of place. Amidst the somberly dressed mountain folk of the world's oldest (founded A.D. 301) and tiniest (24 sq. mi.) republic were a number of men in aloha shirts and women with bouffant hairdos, looking like so many American tourists who had wandered into the wrong queue.

The visitors were, in fact, American tourists-San Marinese émigrés who had left the tiny republic in the Apennines of northern Italy years ago to settle in New York, Detroit and Sandusky, Ohio. But they were in the right queue. With their families, 450 San Marmese had enthusiastically boarded jets holding tickets paid for by the republic's Christian Democratic Party. Their mission was to help the Christian Democrats, leaders of the coalition that has ruled the country since 1957, stave off a ballot-box challenge by San Marino's Communist Party

Left-Wing Advantage. There was nothing illegal about it. San Marino allowed its émigrés to come back to vote long before the right was codified in its constitution in 1600. Nowadays that provision favors left-wing parties, which are able to bus in working-class San Marinese living in Italy, France and Germany. The Christian Democrats reduced this advantage in 1958 by enacting a law permitting émigrés living in the U.S. to vote by mail; that measure ensured the support of the many San Marmese who had grown relatively prosperous-and thus relatively conservative on American soil. Three years ago, however, a Communist coalition managed to repeal the law. With the opposition stripped of its U.S. mail-order vote, the Communists were hopeful of regaining the power they had enjoyed for twelve years after World War II.

The gambit failed. For one thing, the Christian Democrats were able to cut the leftist vote by warning that the Communists would turn the proud republic into "a Czechoslovakia." Even the importation of some 4,000 mostly leftist émigrés by bus, train and taxi could not salvage the Communists hopes. For another thing, there were those 450 safe votes flown in from the U.S., which helped the ruling coalition to hang on to all but one of the 39 seats that it was defending in the 60man council. II the well-heeled Christian Democrats thought the airlift worth the \$64,000 or more that it cost the party, so did the shuttle voters. Said Secondo Moretti, a Detroit bricklayer: "I'd travel twice as far as this to vote as long as they pay for it."

<sup>1</sup> The Supreme Court in 1967 upheld the U.S. citizen's right to vote in another country's elec-

# Our lawyers can present their entire case in 25 words or less.

Xerox is a registered trademark. It identifies our products. It shouldn't be used for anything anybody else makes. Our lawyers figure 25 words or less to the wise should be sufficient.

#### LATIN AMERICA

#### The Urban Guerrilla

I suggested to them that there were other ways of accomplishing political objectives besides violence. They did not agree with me, and they said that, in fact, any other form of political action in this country would be doomed to failure.

-U.S. Ambassador to Brazil, C. Burke Elbrick

Guerrilla warfare has plagued the hinterlands of Latin America for more than a decade. But the Brazilian kidnapers who seized Ambassador Elbrick two weeks ago and held him captive for 77 hours represent a relatively recent, and rapidly spreading, phenomenon-organized urban guerrilla warfare. Kidnapings, bombings and bank robheries in the great cities of the continent seem to be overshadowing the tactics devised by Mao Tse-tung, Vo Nguven Giap and Ernesto Che Guevara -all of whom hold that the proper arena for armed revolutionary struggle is the countryside. With the exception of Fidel Castro's Cuba, that kind of warfare has not been notably successful in Latin America. Venezuela fought off a bloods Communist challenge in the mid-'60s partly because rural folk often betrayed the guerrillas. Guevara himself was killed by government troops in 1967. when the Bolivian peasants he sought to stir up gave no support to his cause

Filling War Chests. Now the guerrillas seem to be turning from bush to big city. Violence in the streets is nothing new to Brazil, Argentina, Bolivia, Colombia and Uruguay, but all are now feeling the sting of an accelerated and often well-coordinated urban terrorist campaign. The action groups appear to be locally directed, far-leftist, to be sure. but not necessarily Communist. In fact, Moscow, pursuing its objectives in Latin America with trade and aid, often finds the radical terrorists a hindrance. In Brazil, several factions are known to be operating, united only by their desire to overthrow the country's repressive military regime. The scant intelligence available suggests that many of the urban guerrillas are radical, highly nationalistic students between the ages of 20 and 25, convinced of the need for revolution, deeply hostile to their own governments, and to the U.S. as well. Many of them come from the middle class.

The terrorists, often organized into "cells" of three or more operatives, find the teeming cities to be excellent breeding grounds for unrest—and perfect places to hide. What makes urban terrorism particularly attractive to them is the fact that incidents occurring in the cities usually get far more publicity cities usually get far more publicity tryside—an important factor.

The guerrillas have scored a number

of impressive successes. The terrorists who held Elbrick managed in one stroke to embarrass the Brazilian government,

set free 15 political prisoners, and seriously impair Elbrick's effectiveness. Indebted to the military regime for securing his release, the ambassador may find it impossible to function as an independent observer in Brazil.

Urban guerillas are blamed for a long itst of other meidents. Since January, 74 Brazilian banks have been orbibed, and the government suspects that at least halt of the holidupe were red out to refli guerrilla was chests. Alternation's commercial and industrial center. Last year U.S. Army Captain Charles Rodney Chandler was shot and killed in the city by terrorists who set fire to a General Motors building in Montevideo, causing \$500,000 in damage. Last week they kidnaped a leading Montevideo banker and announced they would not release him until the government capitulated to the wage demands of 8,000 striking bank workers.

mands of 8,000 striking bank workers. Colombian urban terrorists affiliated with the Army of National Liberation pocketed at least \$600,000 in ranson between the striken and the striken to the striken to the last pocket and the striken to the str



SÃO PAULO TV STATION BURNING AFTER TERRORIST ATTACK Overshadowing the tactics of Mao, Giap and Che.

claimed that he was a Viet Nam "war criminal." Dissidents have taken over local radio stations on at least two occasions to broadcast antigovernment propaganda. They also burned three São Paulo television stations in one week last month.

The Last Lieutenant, Argentina, also run by a military-dominated government, has been under a state of siege for nearly three months. Terrorists there began attacking military installations in April. Just before Governor Nelson Rockefeller's visit to Buenos Aires on a fact-finding mission for President Nixon last June, they fire-bombed 13 Minimax supermarkets-a chain controlled by Rockefeller family interests. A few days later, four gunmen shot and killed Augusto Vandor, Argentina's leading labor unionist. Uruguay's Tupamaros (TIME, May 16) regularly embarrass the democratic government of President Jorge Pacheco Areco. In June, the Tupamaros

tenants to survive Che's doomed camping, in a house in La Paz, Inst died in the clash. In Gustemala City, where retrorists hat year assassinated U.S. Ambassador John Gordon Mein and two U.S. military attachés, guerrillas recently blew up a television station. Even relitation of the control of the control

Government security forces have found the terrorists elusive and difficult to stop. Brazili's answer to the new phenomenon has been to tighten the screws; last week the government decreed the death penalty for "revolutionary and subversive warfare." The trouble is that some statement of the screws of the scre



## It sounds a lot better than it looks.

What makes it sound so good is what you can't see. The stuff we put inside.

we put inside.

Like our new FM tuner that pulls in weak stations more clearly, switches from monaural to stereo when tuning stations, and has the most efficient slide

and pushbutton controls.

And our new amplifier that

puts out a full 200 watts of EIA rated power so you don't lose any high or low sound levels.

And our air-supension speakers with wide-angle sound that let you sit almost anywhere in the room and still get the full

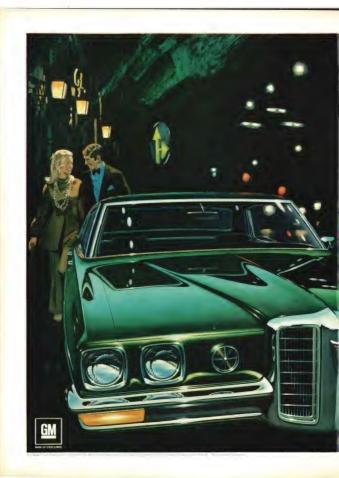
stereo effect.

And the Garrard SL 95 automatic turntable with Pickering

cartridge for the smoothest sound reproduction you can get. We put all these good things

in because a great stereo should sound a lot better than it looks. And we think our new stereos look pretty good.

SYLVANIA





## Pontiac's 70's This is the way it's going to be.

Pontiac does it again Again.

Take that 1970 Bonneville. Big. bold, stylish. Looking every bit like it owns the next 10 years. And it just might.

What with the out-of-sight looks and the 360-hp. 455-cube V-8 as standard fare, who's to argue? Especially if he opens a door.

Pontiac's plushest interior yet. A whole array of new fabrics and designs straight out of the fashion pages. Now, isn't that the way you want luxury to be?

But suppose this is your year to really fly high? Strap yourself into the cockpit of a 70 Grand Prix. Start the engine. (You can order up to a 370-hp. mover.) And prepare for flight. The ride. The handling. The performance. All there. And that's the way driving should be.

Then there's the way fun is going to be Ponliac's new LeMans Sport To look airl, you'd think we started from scratch. And you'd be darn near right. (Some of the gaskets and such are hold-overs.) It's new on the outside. New on the inside. And waitliyou driveit. (Especially if you order the 400-cube V-8.)

GTO? Dobyl if the sight fold doesn't turn you on, the sound of it will. Order it with the new. low-restriction performance exhaust. And listen Listen to the standard 400-cube. V-9. Or the new 455-cube. V-9 with automatic box, you can order. Or specify the 400-cube. 370-hp. Ram Air IV. Sweet music. GTO. Now called The Humbler. For obvious reasons.

So if you want to see the way it's going to be, see your Pontiac dealer. There's no other way.

We take the fun of driving seriously. .Authentic.

Another gold medal won at the St. Louis World's Fair of 1904.

> Son Tommy Dewar took a booth at the 1885 Brewer's Show markets for his father's blend.

He used a bagpipe to entertain. (The first commercial use of music?) Sir Thomas Dewar became

Certain fine whiskies from the hills and glens of Scotland are blended into every drop of Dewar's "White Label."

Before blending, every one

of these selected whiskies is

rested and matured in its own snug vat.

Then, one by one, they're brought together by the skilled hand of the master

famous for his terse comments, among

them, "Do right and fear no man, don't write and fear no woman."

Won at International

Instead of shocking the single together at once, we let them rest quietly. Only then do we bring them together. Result? Greater uniformity and more blends. That's why Dewar's never varies

> In 1846, John Dewar. 40 years old, went into business for himself as a spirit merchant at 111 High Street, Perth, Scotland

The Scottish city of 40,000 people on the Banks of the River Tay. Nothing much has chang The castle is still there. And very year from January to December and the water is cold. the people of Perth make Dewar's "White Label."

DEWARS BLENDED SCOTCH WHISK

Dewar's never varies.



The facts in this advertisement have been authenticated by the management of John Dewar & Sons, Ltd., Perth, Scotland

#### PEOPLE

Novelist Jacqueline Susann deftij turned the other cheek on Johnny Carson's Tonight Show, disappointing the skepless millions who awaited her delayed reply to Truman Capote's allegation that she looked, among other things. "like a truck driver in drag." As the author of The Love Machine went through her chat with Carson, the subleave, her host asked innocently, "What do you think of Truman?" "Truman Truman," whe considered gravely.

"I think history will prove he was one of the best Presidents we've had."

"This is not Lyndon Johnson's school It's a school named for Lyndon Johnson. No one is going to be whispering in my ear and felling me how to run it." So said tormer Bostmaster General my ear and of the said to the said to

Another male bastion has fallen. After 222 years of masculinity. Princeton College last week opened is portals to 171 coeds enrolled for the fall term. The girls reported a warm reception. Consider, for example, June Fletcher, 18, a statuesque blonde from Elberon. N.J., who was named Miss Bikini, U.S.A.



MISS BIKINI AT PRINCETON Tigress burning bright.

this summer. A ringer? Not at all, said an admission official, pointing out that the lovely Tigress was in the top 1% of her high school class and won several public speaking contests. Purred June: "I've met so grany boys today, they're all just one big blue."

"You're still one of the youngest fellows around," read the birthday telegram from Arthur Schlesinger Ir., and the ex-Coovernor justified the historian's compliment with a six-mile rade across the Kaness countryside on his red Morgan horse. At \$2. Aft London is a Topology of the expension of the property of the prope



ALF LANDON
Squire riding tall.

Franklin Roosevelt's 1936 opponent, adding that he, for one, is not turned off by the Now Generation.

By definition, Atlantic City's Miss America Pageant leans heavily on traditional values and red, white and blue patriotism. But, in this day of the rebellious young, the Establishment has seldom had a friend so true as Pamela Anne Eldred. Miss America 1970. Atter convincing the judges with a ballet routine and a 34-21-34 figure, the blonde coed from Detroit held forth for the press. The Viet Nam war was right, she reasoned, because otherwise the Government would never have gotten into it. "I feel that the people who were voted into office must have the intelligence to know what to do," said Pamela Anne. Sighed a middle-aged pageant official: "God love you."



MRS. MocARTHUR & STATUE
Hero coming home.

He graduated first in his class in 1903, returned to West Point 16 years later six he military academy's venuesed (89) three wars, eventually becoming a fine star General of the Army. Now, five years after his death, West Point has honored Douglos MocArthur hy recting an 8-11, bronze statue to his memory, Sull looking prajethy despite her 70 years, Mrs. MocArthur took a vidrow for the deficiency of the statue, a well as a new, six-story dormitory wing that will be known as MacArthur flarrack.

"I suppose I'll have to stop swearing said the lady last month, after man of the Federal Maritime Commission. But old habits die hard, especially for a veteran newspaper hand like Mrs. Helen Delich Bentley, 45. for 16 years maritime editor of the Baltimore Sun. So there she was last week, still at work pending Senate confirmation, dictating a story over ship-toshore radio from the mammoth reebreaking tanker S.S. Manhattan on its voyage through the Northwest Passage to Alaska. It must have been a salty yarn, too, because a monitoring station guage-which, of course, is against FCC regulations. Upshot of it all: the Humble Oil & Refining Co., the ship's owner, banned all voice transmissions, not only for Mrs. Bentley but for every reporter on the trip. "I just used a common Anglo-Saxon expletive," she was quoted as saving, "to express my impatience with a rewrite man

#### EDUCATION

#### UNIVERSITIES

Conclusions About Cornell

The nation will long be haunted by the specter of the armed rebellion on the campus of Cornell University for six days last April. Still fresh are the images of black students seizing Willard Straight Hall for 35 hours and emerging with shotguns and rifles only after the administration had capitulated to their demand for amnesty.

What were the underlying causes of student unrest that brought Cornell to such a time of agony? And how well was the university prepared to deal with the trouble when It finally boiled up? A special investigating committee of eight trustees, headed by Boston Insurance Underwriter William R. Rob ertson, has been probing these questions all summer. Last week the committee reported its conclusions to the full board of trustees

III Prepared. The trustee committee traced much of the blame for the campus troubles to lax discipline for several years before the crisis occurred. Said the trustees "Cornell has not only consistently failed to employ disciplinary procedures available to it, but by refusing to employ such procedures has threatened materially the usefulness of these procedures for the future." The committee also blamed poor communication within the university, especially about the program to admit underqualified blacks, for tostering "misunderstanding and resentment" that eventually produced last spring's near-calamitous insurrection

While condemning the building serzure, the trustees criticized the administration for being ill prepared to cope

with it. The report complained, without mentioning him by name, that President James Perkins failed to demonstrate visible leadership until more than 50 hours after the building had been seized

Ambiguous Position. What of the administration's decision to grant the amnests demands while the blacks were still holding the student union? The trustees took an ambiguous position. "Cornell had no bloodshed no headlines of murder, no substantial property damage, no students hospitalized and in very short order a campus that was returned to relative peace," they conceded Asserting that nobody will ever know if the administration's surrender was the right way to settle the crisis, the trustees noted that Cornell officials had placed the protection of life above the reputation of the university

The trustees were anything but ambiguous, though, about how they believe Cornell must respond to campus disorders from now on. "The protection and preservation of order has now become of paramount importance to the university because of the emergence of that minority on campus who seek to replace reason with power," said the report. Should there ever be a repetition of last spring's troubles, they warned, "the university must not negotiate under duress. There must be no amnesty for intractions of the student conduct

The hard-line approach advocated by the trustees might have averted some of Cornell's problems last spring. But because the highly rhetorical report fails to recognize and identify some of the underlying causes of student discontent, it may well fall short of its goal of promoting campus tranquillity.



MILITANT BLACK STUDENTS DURING CAMPUS INSURRECTION Lax discipline, poor communication, invisible leadership.

#### PUBLIC SCHOOLS

A Boost for Bonds

Though the need for new school construction has been growing, it has become increasingly difficult to get schoolbond issues past a reluctant electorate.

In many states, the defeat of local school-hond issues is directly attributable to "supermajority" laws that require more than a simple majority of yes votes for approval. Those laws are now under heavy attack. Judge John Hauck, of California's Sutter County Superior Court, has ordered the certification of a \$4.75 million school-bond issue that was approved by only 57% of the voters of Yuba City-even though the state constitution requires a 663% yes vote. The need for approval by any more than a simple majority, he ruled, violates the federal constitutional guarantee of equal protection-the basis of the one-man, one-vote doctrine,

Hauck's action follows similar decisions by courts in Idaho and West Virginia. It provides new hope that the courts will soon strike down the supermajority provisions still in effect in 12 states, making it easier for school districts to approve the bond issues they

#### **TEACHERS**

Sensitivity in Pontiac

"An open keg of gunpowder with people smoking around it." That is how the host of a discussion show on a Pontiac. Mich., radio station describes his city. The explosive potential lies in the makeup of the factory town's population of 80,000. Of the total 30,000 are blacks. 4 (NN) Spanish Americans, 13,500 whites from the South, and the rest local whites l'ension in Pontiac, and in its schools, has been consistently high ever since two men were killed and fire hombs thrown m a spillover of the 1967 riot in nearby Detroit, Last year, at the urging of concerned blacks and whites, the city's school board agreed to appropriate \$25,000 for the first system-wide school "sensitivity" training program in the nation. The purpose: to give whites and minority groups in the schools a better understanding of each other, in the hope of reducing distrust and antagonism. Shortly before school reopened this

month. 1,100 teachers, 80 administrators and 300 parents and students gathered in Pontiac's Northern High School auditorium to participate in a "human-relations institute." For many, the threeday course was a shocking experience. At the opening gathering, Joseph Paige, 38 a bearded black who holds a doctorate in science and who ran the program, set the tone of what was to tollow by denouncing "spineless administrators," scornfully calling them "castrated" and "niggers

After splitting into groups of 25, the black and white participants were instructed by their group leaders (who had been given intensive advance train-



## XKE sedan

The laguar XKE 2Plus2 is longer and roomier than our two-place coupe. Even has a fully-upholstered rear seat for the kids. Automatic transmission, power steering and air conditioning are optional. XKE sedan? That's about the size of it.



#### Now sit anywhere... and you're completely surrounded with perfectly balanced stereo sound

Zenith's new "Circle of Sound". . . now with exciting stereo FM radio! Stereo has never sounded so good! Zenith's unique cylindrical speakers fire sound in all directions to surround you with perfectly balanced stereo sound . . . no matter where you sit in the room! And now, you can hear



If he can't read music, he'll be missing something precious the rest of his life: a bit of inner peace that can be summoned up at will. An escape valve for the pressures of our world. A window to a calmer, more enjoyable kind of life.

Music. A magical gift. And it's a gift you can give your child. The best way, of course, is to let him take piano paved to understand all music

Naturally we hope you will buy a Yamaha But we'd rather you buy

**QYAMAHA** 

can your child read?





ing) to make contact with each other, first by gesture, then by touch, During one of the exercises, in which emotions had to be expressed without speech, pats soon gave way to hugs between men and women and between blacks and whites. Some of the women could not hide their discomfort at their first physical contact with blacks. After one handshake, a black man said to a white woman, "Look-see-none of it rubbed off." One older white man obstinately moved off to a corner and refused to participate, saying, "I wasn't brought up this way.

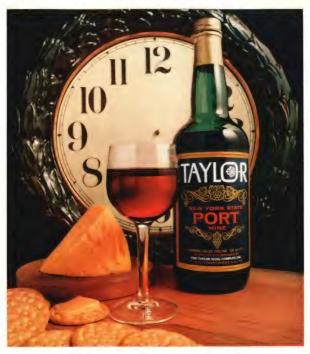
Tears and Threats. Ghetto language -alien to the genteel mores of the white middle-class teachers-filled the air. Provocative statements worked out in advance were brutally introduced by group leaders in discussion sessions to bring out basic attitudes. One example: "Almost without exception, black teachers are inferior to white teachers." The 70 leaders cajoled and insulted the participants in an effort to push them into understanding, or at least into receptivity. One woman burst into tears under the pressure. Another at first wilted under an explosive attack and then threatened to resign from her teaching job. A few older teachers walked out.

Pontiac's program was developed by school-system officials and citizen volunteers together with Paige, who runs the United States Urbanics Corp., a sensitivity-training firm. The program's announced aim was to increase teachers' and administrators' awareness of the needs, feelings and aspirations of pupils and their parents-particularly black and Spanish-American pupils and parents. There will be five more followup sessions, each three hours long, during the school year, to keep this awareness at a high level.

Appraisals of the program's success are as varied as the emotions it stirred up. Says James Hawkins, principal of an elementary school: "It did some good if it did nothing more than develop some awareness." Sonya Friedman, a clinical psychologist who served as a group leader, notes that some younger teachers "showed signs of coming around," but that older ones had difficulty changing their ways. She also complains that the give and take was all one way: blacks lashing out at whites, and whites taking it. "There was no cry the whites could make that the blacks could hear," she says.

School Superintendent Dana Whitmer believes it is too early to appraise the results. "It will depend on whether there are improvements in education, he insists. But last week an early return came in. Some 250 white teachers joined 170 black colleagues in a one-day walkout to enforce their demand for the appointment of a black assistant superintendent. All of the strikers lost a day's pay and risked losing their jobs. It was the first time the whites and blacks of Pontiac's schools had made common cause over such an issue.





### Port is a matter of taste, not a time of day.

If you like your wine sturdier and more full-bodied than a dinner wine. Taylor Port is your drink.

So why limit your enjoyment to half an hour or so after dinner?

Discover the taste of port after a cold swim. Port-on-the-rocks as a cooler after a game of golf. Port in the company of afternoon snacks or all

THE TAYLOR WINE COMPANY, INC., HAMMONDSPORT, NEW YORK

by itself with good company.

Taylor's anytime ports are simply

called Port (ruby red and full-bodied) and Tawny Port (lighter, drier to the taste). We blend our mellowest wines of various years so you can be sure the quality is the same, bottle after bottle.

Enjoy them with dessert. Or anytime. It's all a matter of taste. Yours. And ours.



We uncomplicate wine.

#### THE PRESS

#### MUCKRAKING

#### The Mayor v. the Magazine

For reasons that seem to be rooted in the public mood, muckraking is a cyclic form of journalism. If a society is troubled, it suspects that something is wrong with its system or its leaders, a free press responds by finding out what that something is. Hence the recent express of the Mafia, Senator Dodd, shaughterhouses, Ahe Fortas, American Gogs, dring companie, Pennisson, hot dogs, dring companie, Pennisson, hot disparison, h

mer Georgia Football Coach Walts Butssaed he Sutteda Evening Pact for a story saying that he conspired with Alabama Coach Paul ("Bear") Bryant to its a Georgia-Alabama football game: Motot demanded \$7.500,000 in actual damages and \$5.000,000 in punitive damages. arguing that "the editorial management of Look met and agreed, in order to increase circulation, advertising revenues and profits to adopt a reckless policy of sensitionalists.

Easily Used. The freelancers who wrote the story, Richard Carlson, 28, a reporter for San Francisco's KGO-TV, and Lance Brisson, 26, former staff writer for the Los Angeles Times, were described in the suit as "relatively young

CARLSON & BRISSON (STANDING: ALIOTO As American as Medicare, the Pentagon and hot dogs

popular mayor of San Francisco, is in volved with the Mafia

A politician on the rise, Alioto made the normating speech for Hubert Humphrey in Chicago and was one of the men in the running for the Democratic vice presidential normation. Yet, a web of alliances with at least six feat evid La Cosa Nostra. In that web, Alioto provided mobister friends with "hank toans, legal services, husmess counsed manufel of his respectability in resurn, he has earned tees, profits, political support and campange contributions.

Even before the magazine reached the newsstands, Altoto blasted the charges as "a pack of lies" and distributed a 69-page "Analysis of Euch and Every allegation in the Look article," denying any wrongdoing.

The mayor mounted an offense as well as a defense Represented by his own law firm, he filed what is potentially the most explosive libel suit against a magazine since 1963, when for

and essentially inexperienced." This is Carlson's sixth major investigative scoop One of his first resulted in a prison sentence for a San Francisco official involved in the embezzlement of federal funds. Sass Carlson about Alioto. "A politician can be used so gasify if he

San Francisco's two newspapers tell differently, putting up a strenuous de tense of Alious. The Chrimide rejected whis unfortunate price of journalism as an imputation of guilt by association. The Examine reprinted lamsst all of the mayor's lengthy denial and hannered an eight-column headline about an event of more than 50 years ago. stroll's SIGEL DIFFERENCE OF THE STATE OF THE

Both papers claim that they investigated the charges and found them unwarranted, so refutation or corroboration is likely to come only in the libel trial. If the case ever reaches a court-

 Butts won a verdict of \$3,060,000 which was later reduced in federal court to \$460,000 and accepted by all parties room. Libel suits, and the threat of libel suits, are an embarrassed public official's reflex response to exposure. Yet tew suits ever reach the trial stage, particularly in the light of recent Supreme Court decisions involving libel of public figures. To win, Alioto must prove malicious intent or utter carelessness in checking on the part of Look, Carlson and Brisson. Butts won his case because the Post made virtually no effort to check the story. Look, however, released a statement saying that many man-hours were spent checking and rechecking the piece While some foresaw Alioto's political doom, others predieted his victory in court and a huge sympaths vote it he runs against Ronald Reagan for Governor in 1970. The only certainty in the affair, wrote Columnist Herb Caen, is that "Look's Anqual All-American City Award will not go to San Francisco this year.

#### **NEWSBOOKS**

#### The Schaap Shop

As journalists go, Dick Schaap has gone pretty far. He was city editor of the New York Herald Tribune at 29, and became a columnist for that paper less than a year later. He has written five newsbooks on his own, including Turned On. R.F.K., Mickey Mantle, and now, at 34, appears well on his way to becoming the single most prolific mass producer of new reading matter since Alexandre Dumas put his friends to work preparing plot outlines and sketching scenes-a bit of largesse that prompted a 19th century French journalist to remark: "No one has ever read the whole of Dumas, not even himself.

Schaup had no intention of becoming a latter-day Dumis when he ugered to edit the tape-recorded diars of a processional football player in earls 1967. But when that exercise resulted in Intention of the Intenti

The first of the new Schaap books off the presses (published last week) is Jerry Kramer's Farewell to Football, a sort of Son-of-Instant-Replay that brings Kramer tans up to date on the articulate behemoth's final (1968) season, (mid-October) will come The Year the Mets Lost Last Place, a 75,000-word treatise put together by Schaap and Newsweek Editor Paul D. Zimmerman in six weeks during July and August. It will be followed by I Can't Wait Until I omorrow . . . . Cause I Get Better-Looking Every Day, the Joe Namath biography that Schaap culled from some 50 tape hours of Broadway loe's reflections.

After the Namath book, the transcriptions are backed up like 707s at J.F.K. The next two, set for late March publication, are diaries of professional Golfer Frank Beard and Detroit Figer.

Bill Frechan, who were chosen, as Schapp puts if, as much for their ability to articulate as for their ability to play the sport." As much for their ability to play the sport." One would-be football during from the Pittsburgh Steefers who was rejected out of hand because he mis-spelled Pittsburgh. Diarries of Hockey Player Derek Sanderson, Baskethsiller Dave De-Busschere Concert Volinias Eric Friedman, a long Bathar dabbi, a Mapilot and a single career girl are coming along nicely better their players.

Minute Fact. What was once a lonely confrontation between Schaap and his tape recorders has gradually expanded into a community of scribes and transcribes. In the three-room Manhattan headquarters of the shop he calls

SCHAAP

Including a manual on immortality.

Maddick\* Manuscrips, the tape machines whit and the typewriters mantain a near-constant staccato. Some of the diaries now in the early stages have been subcontracted to friends like List\*. Steve Cerlman and Harper's Magazine Editor Willie Morris, allowing Schaup more time to piggle phone cells and purmore time to piggle phone cells and purtage time. The properties of the protact properties are to the piggle phone cells and purtage time. The properties of the protact properties are the protact properties and the properties of the properties of the protact properties and the properties of the protact properties of the properties of the properties of the protact properties of the properties of the properties of the protact properties of the properties of the properties of the protact properties of the properties of the properties of the protact properties of the properties of the properties of the protact properties of the properties of the properties of the protact properties of the properties of the properties of the protact properties of the properti

So professional has Maddick become that prospective diarists now receive Schaap's "General Guide to Maintaining a Diary for Publication," a five-page instruction manual on achieving the strength of the stre

of life, or at least much of life, is absurd, and that each man's preoccupation with what he himself does is even more absurd. Don't be afraid to poke fun at yourself and to poke fun at your particular field." And most important of all. Schaap adds. "Be sure your fare RECORDER IS WORKING PROPERTY."

The Schaap shop turns out books that are not written; they are spliced together. Nor are they really read, in the traditional sense; going through these fragile works is more like listening than reading. Still. Instant Replay has many of the elements of good fiction; it offers real tension, arising from the Packers' march to an unprecedented third successive National Football League championship. At his best, Schaap has drawn ingenuous and appealing narratives from people whose stories might otherwise never be told. And by keeping his function as an editor within hounds (no direct rewriting), he has helped to chase the ghost out of ghost-

As for the instant book-making process itself, "It's a great way to learn a new field," says Schaap, "and there's all new field," says Schaap, "and there's all return to the says of the

#### NEWSPAPERS

Inside, Outside, In

Greenfield could see on Rosenthal's face the depth of his demoralization, and Greenfield was also overwhelmed with embarrassment.

"Abe." Greenfield said, finally, "do me a favor." Rosenthal nodded,

"Ahe, don't ever ask me to come mto this place again." Rosenthal understood, and Greenfield

resigned on the spot.

—The Kingdom and the Power

And thus, in the gospel according to Gay Talese, did the New York Times's celebrated "Gireenfield Affair" come to an end on Feb. 9, 1968. The Washington bureau had resisted the appointment of Greenfield, an outsider," as bureau chief. It had won, and its autonomy remained intact.

But lo, last week the outsider appeared anew. Rosenthal announced in a memorandum effective Oct. 1, the Times's new foreign editor would be none other than James L. Greenfield.

In two ways: as a member of the New York staff, and as a relative newcomer. A former Thus-life correspondent, Greenfield came to the paper in 1967 at the suggestion of his friend Rosenthal. An ad inspired by our belief that America's police forces are operating under conditions that make effective operation near impossible ... conditions brought on by public apathy and public disassociation.

We believe this problem exists because a major part of the public no longer regards a policeman as a fellowman, but rather, as a machine in blue.

And we felt that if something could be done to get people to see policemen as people, the country would have a start on solving this pressing problem.

Thus . . . "frustrating" came to be.

Our thanks to the San Jose Police Department, to Officer George Ozuna, to photographer Marv Kawamoto, and to TIME.

#### rock bergthold & wright

2081 Morrill Avenue San Jose, California 95132



But here's something you can do right now, and it won't take any time at all ...

you have time.

Sure, you'll do those things ... when

smile at the next policeman you see

#### MEDICINE

#### **EMBRYATRICS**

#### New Concern for the Unborn

In one case out of 25, even in advanced Western countries, a baby is born with a physical or chemical defect that may doom him to an early death or a lifetime of illness. Until a few years ago it was assumed that little or nothing could be done about most of these misfortunes. Then, in 1958. the National Foundation-March of Dimes, having conquered polio, turned its attention and resources to the problem of birth defects. Last week in The Hague, at the Foundation's third birth defects conference of the decade, 975 scientists from 35 countries listened to 194 progress reports and some clarion calls for a more massive offensive.

The conference provided tresh exidence of a radical shift in medical emphasis from treatment of adult ills to the health of the child, the infant and even the embryo. But medical researchers do not intend to stop even there. They are also considering the health of the mother at the time of cohereption, the complex of the control of the conception, and even the health of the mother ery mother at the time of conceived.

Broad Cofagorias. As honorary pretient of The Hague meeting, March of Dimes' President Basil O'Connor acclaimed 'the beginnings of subievement in a worldwide, concerted effort of scimee—the first in history—to improve the quality of human life a birth. But you must also be prepared to protect the human herriage from a pressible profilersace the lives of sake children. It is neitrest the prepared to the prepared to sake the lives of sake children. It is neitrest than the prepared to profile the permit the cause of their illness role perpetuated it that can be prevented."

The term congenital malformations covers all three broad categories of defects present at birth:

- ▶ Inherited. Something goes wrong either in one or more of the genes themselves, or in the chromosome packages in which the genes are arranged.
- Accidental. At the time of conception or shortly thereafter, cell division goes awry, causing such conditions as abnormal twins.
- ▶ Environmental. There are unfavorable factors in the embryo's uterine surroundings—some nutritional deficiency in the mother, drugs in her bloodstream crossing the placental barrier, or viruses infacting both mother and fetus. Mongolism, or Down's syndrome.

probably the most common major congenital malformation, occurs once in every 600 brits and can be caused by either inherited or environmental factors. Both severe heart defects, next in frequency with an incidence of one in 700, and eleft palate, one in 800, can result from any of the factors. That geneticists still have much to

That geneticists still have much to learn was shown by the disagreement



NADLER & PATIENT Clarion calls for a massive offensive.

over the importance and effects of an exira Y chromosome in males. Jérôme Lejeune held fast to his controversial contention, that this chromosomal aberration is closely associated with criminality. Delinquency, he said, is 20 times as common among men with XYY defects as among those with normal chromosome endowment.

Whether a whole chromosome or a single gene or a group of genes is responsible, genetic defects can affect every part of the human body and the mind Dr. Victor McKusick of Johns Hopkins, the world's leading expert on dwarfism, supplied a forbidding list; abnormalities of the skeleton, of the innumerable enzyme systems, of the neryous system, of blood cells, both red the hormone systems, of the kidneys, of the intestinal tract, and of the muscles. The eyes and ears are also susceptible-there are about 40 varieties of hereditary deafness, said McKusick -and so is the skin.

For the present, the international assembly offered more hope for prevention and improved treatment than cure of birth defects. One preventive technique is amniocentesis-inserting a needle into the amniotic sac, and withdrawing fluid for analysis of the cells shed by the embryo. For the apparently normal woman this would never be recommended. But it is a boon for the woman with a history of pregnancy mishaps, or one whose family is known to harbor inheritable defects. At Children's Memorial Hospital in Chicago, Dr. Henhas "managed" 150 pregnancies on the basis of such cell studies. In 14 cases, abortion was recommended, and in 13

cases the abortion was carried out. In Itel 14th, the mother of one mongolaid child said she would rather have another mongol than an abortion—and she did. In the other 136 cases, no abortion—bies born were normal. This procedure. Naulter emphasized, neither encourages abortions nor increases their incidence. What it does is enable couples capabile of transmitting sentic defects who desperately want normal children in have all cases and the sent of the couples with the couples with the case of the couples with such procedure.

Risk of Ago. More and more defects, especially hose resulting from lack of an enzyme, are now being detected. In most cases, the only "remody" is abortion. But sometimes it may be possible to contain an enzyme deficiency by altering the mother's diet. If the embryo is developing unnaturally because of the contain and the contains a contains a

A factor over which would-be parents have some control, provided they start to exercise it early enough, is the age of the ovum at the time of conception. Rockefeller University's Dr. E. Witschi reported that studies in several animal species show that an old or "stale" egg is especially likely, it fertilized, to result in the birth of a defeetive baby. In humans, it is known that the risk of having a mongoloid, for instance, increases from one in 2,000 births for a woman at age 25 to one in 50 at age 45. For a woman's ova, unlike her husband's sperm, are not manufactured continuously so that they are always fresh, but are laid down in a sort of pre-egg form while she is still in her mother's womb, or shortly after birth. This explains why the mother's health, at acception and during preg-nancy, may be important a generation Therefore, West Germany's Dr. Widnkind Lenz concluded, "the present lier marriage and earlier reproduction is biologically favorable.

#### MEDICAL ENGINEERING Replacing Braille?

Since Louis Braille devised his raisedtot alphabet in 1829, there has been no other practical means for the blind for read, For 17-year-old Candy Linvill, blind spread to gray the spread of the contraction of the control of th

Candy recently read the adventures of Christopher Robin and the Auto-hiagozaphy of Malcolin X without the aid of Braille. Similarly, she can read typed letters from friends and current novels or textbooks not yet transcribed into Braille, as well as newspapers and magazines—all previously inaccessible to the blind. The machine, now being



## You're in good company when you're with the Smooth Canadian.

Go to a fine place with fine people, and invariably fine whisky is ordered. Searram's V.O.'is the name. Smoothness and lightness are its calling cards. Join the company. You'll enjoy it.



Seagram's Canadian.
Known by the company it keeps.



From Buick 1970. The GS455.

It's what you've been asking for, right?

An automobile to really light your fire.

The GS455, equipped with the Stage I performance package, has a big 455 cubic-inch 360 horsepower engine with a high-lift cam and four barriel carburetor which breathes through real air scoops to increase performance.

Four on the floor or a three-speed automatic transmission are available.

The Stage I performance option includes a low backpressure dual exhaust system. Plus a high-speed valve train and a positive traction axle. It all means more performance.



It has plenty of luxury, too. Bucket seats are available. Altogether lots of features to excite you.



But maybe it's the name Buick, with all the goodness and confidence that goes with the name, that lights your fire.

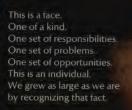
Whatever it is, The GS455 has it.

So do all the 1970 Light Your Fire Cars from Buick. The GS, the GS455, The Skylark Sport Coupes.

See them and light your fire.

Now, wouldn't you really rather have a

1970 Buick.





Northwestern Mucual Life insurance specializing in individual life insurance. Northwestern Mutual Life-Milwaukee. World's largest company

#### SPORT



Christopher Robin in a pinpoint

perfected by Electrical Engineer John G. Linvill and a team of researchers at Stanford University and Stanford Research Institute, electronically transtorms a printed letter into one that can be felt.

Linvills "Opticon" (for Optical Tactical Converter) reflects an enlarged image of each letter onto a disk of lightsensitive transstors. The transstors, energized by the image, tringer a corresponding group of pins that vibrate in an outline dentical to the printed letter By lightly fingering the pins, the blind person can "see" the letter

Line Guide. The reader rests one finger on the vibrating alphabet unit, while using his other hand to sean the line of print with a probe that picks up and transmits the image of each letter Should the probe wander off the printed line, the lack of vibrations on the pin unitselfs the reader to readjust.

Linvill's idea for the probe-pin design came from a high-speed computer that printed its answers with electrically charged pain sustead of solid typeface. When he found that the blind could be taught to the country of the country o

After two weeks' practice. Candy is reading one word a second, but expects to go as high as her Braille rate of 150 words per minute. Although the initial cost of the device may be thousands of dollars, its developers say, mass production could bring its cost down to that of "an inexpensive TV set."

#### BASEBALL

The Little Team That Did

For all those flinthearfed skeptics and chimney-corner Christians who never really believed that the meek shall an on Sept. 10, anno Domain 1969, at a 8-33 pm. (EDT), the New York Mets (Tissi cover, Sept. 5), the court justers of baseball for seven long, juspics, so (Chiago Cubs and into first place in the National League Sastern Division Montreal Expos. 3-2 to achieve that pinnacle the Mets committed three errors and struck out of tisses.

#### **TENNIS**

Concentration on the Court

In tenns, the feat is so unusual that the horrowed term feels unfamiliar on the lips: grand slam. It means successive victories in the Australian. French. Wimbledon and U.S. championships: in a single season, and it was first accomplished by Don Budge in 1938. Not one could dor lagan until 1936, when we could not again until 1936, when the could not support the property of the pr

Even then, it was considered a bit of a fluke Said Promoter Jack Kramer. "When Laver turns pro. he's going to get beaten just like every other amateur champion who turned pro." Sure enough, Laver lost 19 of bits first 21 pro matches, Even when he began to wan consistently, he played in the shadow of his countryman, Ken Rosewall.

Layer no longer stands in anyone's shadow In fact, at 31, "the Rocket" (as Laver is persistently called) dommates his game more completely than any other athlete in the world. Laver proved that last week in the quagmire of the West Side Tennis Club at Forest Hills, N.Y. Playing his distinctively another Australian, Fony Roche, 7-9, 6-1, 6-2, 6-2, to win the U.S. Open championship and thereby stash an unprecedented second grand slam into his tucker bag. His victory earned him \$16,000 in prize money and brought his winnings for the year to \$106,030. He became the only tennis pro ever to win more than \$100,000 in a single season.

Laver was hardly a shoosin. Driving cans interrupted plas and turned the senerable club's tournament into a slipers game of chance. As Roche advanced toward the finals, Laver's tuck touched even levs assured. In matches earlier this year. Roche defeated Laver five out of seven times. Roche is seven wears younger than Laver and, at 5 ft. Orm., 175 liss, considerably stronger.

Psychological Difference, "Concentration" is fast becoming a sports column cliché, but it is the best word the tennis world has found to sum up the

psychological difference between one finely trained. Indiamentally expert player and another. Says Pancho Gonzales: "Rod is the most disciplined of them all. What I admire most about him is his determination and concentration. He just wears you down."

Laver did just that in the championship match. [broughout the first set -which was delayed for 1 hr. 35 min. while a helicopter tried to dry out the soggy grass-Laver and Roche gingerly tested each other. They broke each other's serves an astonishing seven times. After the ninth game Rod calmly paused to switch to spiked shoes, fully aware that adjustment to the shift would probably cost him the set. It did, But in the groove. He broke Roche's spirit by consistently parrying his powerful serve. glided swiftly over the court to fire winner after winner past an opponent whose concentration collapsed into a desperate scramble. In just 113 minutes, Laver won his seventeenth tournament and 30th consecutive match of the season.

In the tightly structured society of ten, which shill shift slightly at the game's ness commercialism. Laver is an unabsated professional Picking up his \$16,000 check, Laver said, "In third to have sown another grand slimm, but I have to say that the mones is they thing," Said Roche, hopefully—"Maybe all that mones will slow him to the said that the said that the said that the king will continue to concentrate on the court for some the court for some time of the court for some time to concentrate on the court for some time to concentrate on the court for some time to concentrate on the court for some time to concentrate.





LAVER AT FOREST HILLS Something for the tucker bag.

#### RELIGION

#### U.S. Evangelicals: Moving Again



NTIL the end of the 19th century, evangelistic Christianity nearly always meant a heroic dedication both to spreading the Gospel and to helping one's fellow man. In England, Philan-thropist William Wilberforce typified that spirit when, after his conversion. he led the fight for abolition of slavery throughout the British Empire. In the U.S., too, evangelicals were involved in the abolitionist movement and in fights against civic corruption, poverty, pros-titution and "demon rum." Only as the 19th century waned did the shock of the newly secular world and a creeping pessimism about man cause evangelical churches to retreat into a kind of isolationism, stressing other-worldly concerns and a preoccupation with individual conversion. Last week in Minneapolis, at the first U.S. Congress on Evangelism, the nation's evangelical churchmen holdly broke out of that shell and challenged their churches to re-

The 4,600 delegates-from an Anglican archbishop to fervid Pentecostalists-had come to Minneapolis expecting something else. The six-day congress had originally been planned as a grass-roots session on evangelism, a follow-up to the more intellectual World Congress on Evangelism held in Berlin

\* Evangelism is the actual spreading of the "good news" of the Gospel, and an evan-gelist is one who does it. Though in Eu-tope evangelical often means simply "Prottope evangelical often means simply in the U.S. it more often means a particular kind of Protestant who puts strong emphasis on the central authority of the Bible, is conservative in theology, rejects notions of "new morality," and concentrate on individual salvation through God's grace and man's repentance

in 1966. But in his welcome, Honorary Chairman Billy Graham promised that the meeting "will affect every religious group in the country in the next dec-Keynoter Oswald C. J. Hoffmann (see hox) continued the warm-up, warning the delegates: "If the Gospel is demonstrated only vocally and not vitally in the everyday actions of Christ's followers, the whole thing becomes a farce. The next morning Graham's evangelist brother-in-law Leighton Ford roundly chastised the delegates

Gaping Wounds, "When men of privilege abuse their power and refuse jus-Ford told them, "sooner or later violent upheaval is bound to sme. If we do not seek to heal the gaping. rubbed-raw wounds of racial strife, then we shall deserve 'the fire next time.' It is to the shame of the Christian church that we have been so slow to face the demands of the Gospel in the racial revolution. What kind of Gospel are we preaching when a church sends missionaries to convert Africans, but suggests to the Afro-American that he go to church with his own kind?" Ford also attacked evangelical anathy (if not active opposition) toward social action in the U.S. "Christians have a stake in preserving historic truth," he acknowledged, "but since sin infects every man and institution, we need a holy discontent with the status quo. The Gospel calls for constant change. We cannot identify our Gospel with the past." On the other hand, warned Ford, the church should not be "the water boy of world revolution." Too many rev-olutions, he argued, "fail to grasp the heart of the problem, which is the problem of the human heart. They throw

out one set of sinners and put in another

Going to the Cross, As the week progressed, other speakers reiterated the theme that revolution must start from nersonal regeneration. Black Evangelist Tom Skinner reminded the delegates that "there are 25 million black people out there waiting," but cautioned them that to end racism "you yourselves must go to the cross in repentance." Senator Mark Hatfield urged a spiritual approach to the search for world peace. "Seeking peace requires witnessing to God's ' said Hatfield, "orienting one's life to the purpose of his peace, influencing the thinking of the public, acting in love towards our neighbors, and proclaiming the power of Christ to remake human life."

The congress itself displayed an edifying sense of community. After overzealous ushers hustled a hippie couple from the auditorium (Graham's life had been threatened by phone and letter), Author Keith Miller stopped his address, noting angrily that "they just threw out the man who looks more like Jesus Christ than any man in the auditorium. The hippies were promptly readmitted, and Billy Graham later met with them and apologized. The participants sat listening earnestly while black delegates patiently presented a list of "recommendations," urging evangelical churches to make special efforts to open schools, better housing and better jobs to blacks. Many even stayed overtime one night to hear a delegation of Chippewa Indians urge evangelical action on behalf of Indians. Ralph Abernathy's invitational appearance at week's end came as something of an anticlimax, though delegates responded warmly to his plea

Verbal Currency. Unlike official church conventions, the congress had no money to vote for reform programs. Nor could it do more than urge evangelical churches and their individual congregations to take more specific action on their own. Yet urging, after all, is the evangelical way, and words, in a



## This new RCA stereo has everything you're after. And one thing you never dreamed of.





You couldn't have dreamed of a tuner like this because there's never been a Computer Crafted Stereo Tuner before. And only RCA has it.

Our Computer Crafted Tuner means great performance because it brings in hard-to-get and even separates stations crammed together on the dial. All this and beautiful sound for a price as low as \$300\*.

Here's how our Computer Crafting actually works.

First, RCA engineers use the computer to design the tuner. Then, when the tuner goes into

## RCA introduces a Computer Crafted Tuner. A high-performance tuner that isn't priced like one.

production, they are able to test each one against the performance standards stored in the computer's memory bank.

In all, our new Computer Crafted Tuners get approximately FM/AM and FM Stereo stations 560 assembly line tests-7 times as many as before. So you can be Tuner is as precise as the engineers' original design.

And speaking of original designs, take a look at the Alcazar, our new Spanish style compact. There are 16 more styles where it came from. Contemporary, Spanish,

French-all with Computer Crafted Tuners.

And, many have extra performance features stereo buffs look for such as changers with muting, cueing and synchronous motors; powerful systems incorporating big 15" woofers and exponential horns.

get everything you're after. But it's rarer, still, to get even more.

very real sense, are the evangelical's currency. To be sure, the words are not new in American Christianity; liberal theologians and mainstream Protestantism as represented in the National Council of Churches spelled out the social implications of Christianits years ago, Still, evangelicals could add a dimension of their own with their special religious tervor and their intense dedication to spiritual goals. If evangelicals will now take the exhortations to heart, the Minneapolis congress may well prove to he a landmark in the history of U.S.

Whatever effect the Minneapolis meeting may have on U.S. evangelicals, their growth in recent years has been extraordinary. Between 1950 and 1968, the population of the U.S. increased by nearly one-third. Five major U.S. Protestant denominations grew faster than the population in those years: the Lutheran Church-Missouri Synod, the American Lutheran Church, the Southern Baptist Convention, the Churches of Christ and the Episcopal Church. Only the Episcopal Church is a member of the National Council of Churches. The other four have several things in common: they are all outside the N.C.C., all theologically conservative and all evangelical They account for 19 million of the 27 million evangelical and conservative Protestants outside the National Council of Churches

Hidden Majority, Moreover, within the National Council of Churches, at least one-third of its 39 million Profestant members, according to modest estimates, still maintain evangelical attitudes, forming strong blocs within their denominations. Add these evangelicals within to the 27 million outside the N.C.C. and the total is 40 million Prot estants with a distinctively traditional view of Christianity-a significant ma-

jority among 67 million U.S. Protestants The "outside" churches are the pace setters of this hidden majority. They account for 68% of the Protestant foreign missionaries sent from the U.S. and Canada. They operate the only two interdenominational national campus religious organizations in the U.S.-the the Campus Crusade for Christ They publish 165 periodicals, including the influential Christianity Today. Evangelical publishing houses account for at least half of all religious books sold not counting the many evangelical titles issued by secular publishers. Evangelicals al schools and have produced such firstrate religion-oriented liberal arts colleges as Illinois' Wheaton College and such increasingly esteemed divinity schools as Fuller Theological Seminary in Pasade-

. Not every one of the 27 million meets the side" denominations include a small number of theological liberals. But they are a tins

#### Preachers of an Active Gospel

As evangelicals move away from their recent patterns of spiritual isolationism and back toward involvement in society, leaders who have been advocating this change have become more prominent. Billy Graham, certainly the world's hestknown evangelical, has himself been urging a renewed social thrust, but there are even stronger voices. Among the most influential,

Oswald C. J. Hoffmann, 55, chairman of the Congress, is a jowly, Laughtonesque spellbinder who attracts some 30 million listeners to his weekly Lutheran Hour radio sermons. A onetime Lutheran pastor and college teacher. Hoffmann was a public relations director for the Missouri Synod Lutherans when he joined the show in 1955. Though Hoffmann can roll out a soul-jarring sermon as if he had been stumping the hill country all his life, he insists that evangelism is not only "proclamation"

but social action as well. Leighton Ford, 38, is the handsome. Canadian-born heir apparent to the Billy Graham empire. He met Graham 20 years ago, and Billy's younger sister Jean shortly thereafter at Wheaton College; they married while Ford was studying to become a Southern Presbyterian minister. Now an associate evangelist with Billy's Crusade. Ford is a shade more polished than Graham, and preaches even more earnestly than his brotherin-law that "a commitment to Christ is a commitment to social reform."

Keith Miller, 42, an Episcopal lavman, recently won evangelical attention





SKINNER

with two religious bestsellers, A Taste of New Wine and A Second Touch. A highly successful Oklahoma oilman, Miller has left business twice, first to earn a divinity degree at the Quakers' Earlham College, more recently to work on a doctorate in psychological counseling Though theologically orthodox. Miller advocates interpersonal Christianity, in which, as he sees it, small, informal groups work hest to infuse sociery with a spirit of honesty and love.

Tom Skinner, 27, once had 22 notches on his knife handle for all of the "cuts" he had inflicted on enemies by the time he was a 14-year-old gang leader of the Harlem Lords. Now an ordained minister of the National Baptist Convention, the 215-lb., gravel-voiced preacher traces his vocation to an intense conversion experience-when he

accidentally heard a radio gospel broadeast while planning a gang rumble. Skinner thinks evangelical churches must lead the fight for social justice because it "takes regeneration from Jesus Christ to change society.

Myron S. Augsburger, 40, wears the "plain coat" of the Mennonite brotherhood as president of Eastern Men-





AUGSBURGER

FORD

nonite College and Seminary in Virginia. But Augsburger is anything but old-fashioned. He is both a dedicated integrationist and a pacifist who forthrightly insists, "I don't think a just war is possible in this century." A wide-traveling and well-known evangelist, Augsburger is also an intense intellectual who believes that "evangelicalism is both ere, we and contemporary. It is not tied to any given culture, economic structure or political philosophy.

Mark O. Hatfield, 47. U.S. Senator from Oregon, is one of evangelicalism's most outspoken activists. Republican Hatfield was dean of students at Willamette University when he decided to make his Baptist faith more pertinent to his life Now he spends much of his tree time writing and speaking on the importance of belief. Hatfield denies that evangelicalism can be isolated from social commitment. "You can't see merely the soul of man. There is also the hunger of man, the sickness of man, the indecent, obscene poverty of man.



HOFFMANN



"My name is Zakiya Powell.
My home is the USA.
I am a tour guide
at the UN." 'My name is Mia Chang. My home is Korea. "My name is Masayo Suzuki. I am a tour guide My home is Japan. "My name is Mai Hakki at the UN." I am a tour guide at the UN." My home is Jordan. I am a tour guide at the UN." 'My name is Devinder Faridkot. 'My name is Takako Johnson My home is India, I am a tour guide at the UN." My home is Japan. I am a tour guide at the UN.

## Come to the U.N.

27,000 visitors come to United Nations Headquarters every week. Guided tours start every 10 minutes 9:00 am to 4:45 pm, 7 days a week. Tours cost \$1.25 for adults, 50c for children and

students, last one hour, and will fill many letters home.

For a free UN Tour Booklet and Visitor's Button, write to:
UN Association of the United States, New York 10017.



## Ron Rico. Wasn't he that swashbuckler who climbed his way to glory in "Son of The Sword"?



#### MUSIC

#### IMPRESARIOS

#### The Capitalist of Rock

Bill Graham is a solid, no-nonsense name for a dynamic businessman who in the past four years has made himself a millionaire, acquired a Mercedes, a 29-year-old wife, a baby boy, and offices in both San Francisco and Manhattan. Wolfgang Grajonea, on the other hand, seems a more appropriate title for a temperamental typhoon of promotional creativity, whose obscenity-flavored conversation often builds to a scream, whose business conferences are likely to explode into happenings, and whose office costume usually consists of dirty cordurovs and a short-sleeved sweatshirt. That both Bill and Wolfgang inhabit the same skin is one of the more important facts of life on the popular-music scene today. For Graham, né Grajonca, is, at age 38, the No. 1 producer and promoter of the Now Sound -which emanates from his two culture centers, the Fillmore West on San Francisco's Market Street and the Fillmore East on Manhattan's Second Avenue. He also runs a record company (called Fillmore) and a booking agency (called Millard, naturally).

In a world where indolence, inetficiency and fiscal feeklessness are the rule. Graham is a nonpareil. He has grown rich by knowing what is good. and hiring the best talent he can get. He provides his performers with the best equipment and facilities, and expects them to be good. If they are not -even though most of the audience may not know the difference-Graham simply stops booking them, regardless of how well they draw. The result is that Graham's two Fillmores are the places where the top talent wants to be heard-and the rock world grudgingly knows that it needs him

I'm Not Yelling! The telephone is his fortress, his launchine pad, his shepherd's crook, Time Correspondent Stanley Cloud sat in Graham's San Francisco office one recent morning while Impresario Graham stabbed at the multiple buttons that were perpetually lighting up with incoming calls. "WHAT DID YOU SAY?" he yells, his craggy face contorted, his back hunched "They want to borrow another \$12,000 for musical equipment! Did we supply them with one set already? Yes! Did they insure like I told them to? No! Did they get it stolen? Yes! They've gotta be crazy. You've gotta be crazy! Absolutely not! I'm not yelling, goddammit. I want nothing to do with those psychedelic parasites."

Without hanging up, he punches another button and listens: an associate wants instructions on whether to hid on an auditorium to replace the Fillmore West, which will be torn down next year to make way for a new Howard Johnson motel. "Yeah—put in a bid, Go low at first and see what they

come back with. I want that place if we can get it,"

Well he might. Each of his Fillmores is worth \$3,000-\$5,000 net profit to him on a good weekend—a fact that strs articulate contempt from the unsurfully dramers of the rock scene "Moneygrubber" is one of the milder epithets they lay on Bill Graham.

Critics, though, tend to lorget the many benefits he has straged for various causes, ranging from the People's Park Bail Fund to the Episcopal Church. He has also made numerous interest-free cloants to musicans and he gives interest loyalty to those who work for him. "It I have an act! think is good but that hasn't made it yet," he ways. "I put it on a bill with the Who or the Jefferson Airplane.

"I wish I'd never changed it," he now says, "Bill Graham is a nothing name."

He was drafted into the Ārmy during the Korean War, court-martialed twice for minor offenses (once for reteining to put on this field pack). He classing to put on the field pack). He won the Bronze Star. In 1955, after a stirn as a New York cab driver, and now with a degree in business administration from the College of the City of New York, the went to work in South-Southern Pacific Company.

This was the first of a series of jobs in industry that he periodically quit to study acting or travel in Europe or try to break into show business. In November 1965, just before he resigned as producer and business manager of the San Francisco Mime Trouge, he staged a benefit party that brought to



GRAHAM (CENTER) AT THE FAMILY DOG, WAITING TO ADDRESS A STRIKE MEETING
Moneygrubber is one of the milder epithets.

This approach to my business has gotten me a good réputation nationwide, but here in San Francisco the kids say: We love the music and we love the Fillmore, but we hate Graham because he's a 1--ing capitalist."

Beautiful Evening, Capitalist Bill Graham was born in 1931 to Russian parents who had moved to Berlin only a tew years before. Two days after his birth, his father was killed in an accident. In order to be free to work, his mother eventually placed Wolfgang and his younger sister in an orphanage. The two were transferred to France on a student-exchange program and then stranded there when World War II broke out. After the Germans invaded, the Graionea children were rounded up by a Red Cross worker for a march to Marseilles: the girl died of malnutrition on the way, but Wolfgang survived the ordeal and subsequently made it to New York. Raised in a Jewish foster home in The Bronx, Wolfgang Grajonca officially became Bill Graham in 1949. gether poets, actors, and some of the pineers of the big new sound called rock. It was a huge success and showed the way to the control of the control of the hum. "Fertinghent, the Fugs, the lefteron Arplane, Peter Oflowsky, It was the most beautiful evening of theater, the most beautiful party, the most joytul evening ever. Everyone was storach —some or graws, yeals, but others on musicanse played, and the people kined musicanse played, and the people kined and hugged, and it was unforgetables!

It was so unforgettable, in fact, that fraham organized two more benefits like it. He chose an old auditorium in the heart of San Francisco's black ghetto. It was called the Fillmore. Then he switched to another size, the present Fillmore West, set up the Fillmore East as the second axis of the rock world, and proved that rock was a business worth administering well.

Graham's success seems remarkably secure. He has even branched out into

#### ENVIRONMENT

#### THE AIR

Death in the Skies

Arr pollution is not the only health hazard in the skess. The nations over-crowded arrivans already clogged by 2,600 commercia and 120,000 private aircraft, pose a more direct threat to the control of the control of

Significantly, all of the collisions have

identified light plane suddenly showed up on airport radar when the two craft were within five to ten seconds of crashing—just enough time to warn the jetliner away.

#### GOVERNMENT

Minnesota Model

On a clear day, viewers atop New York's Empre State Building can see an area that is governed by 1,400 pointing and townships, plus scores of special-purpose districts that control everything powe districts that control everything townships, and to garbage. The LS has MARIA such to garbage the LS has MARIA such to causefficiently on nar-tow problems. In pursuing their own increast, these baules often worsen en-

vironmental problems, such as smog and dirty rivers, that cut across political boundaries Responsibility is fragmented in a maze of separate, unequal and overlap-

Many political scientists argue that the answer lies in regional governments designed to solve environmental abuses on a broad, systematic basis. Given the rivalries and jealousies involved, that idea might seem quixone But the U.S. already has an impressive model The seven Minnesota counties that include Minneapolis, St. Paul and their cently discarded the old Balkanization of power for something new the Twin Cities Metropolitan Council, which controls key planning for the region's 2,000,000

people while coexisting with 321 political units

Separated by the Mississipp River, Minneapolis and St Paul had long neglected their common problems as the nation's 15th largest urban area. On occasion, they joined to flight missignities, band an airport and support hap-league athletic teams. But the corners could not agree—among themore contains a support happens and the support happens are supported by the support of the support of the region's more pressing although the support of the region's support of the region and the t

of the region's more pressing aiments. Creat factories semt pollutants bildivisions sprawled awer the pleasant landscape, delays mounted at the port, and traffic began to choke the highwas. Most shocking of all, the was table was becoming tainted by thousands was becoming tainted by thousands of leaky backyard cospools. Even this problem, which posed an imminent the bank is seen to be provided the problem, which posed an imminent seen the problem of the problem of the problem of some the state (egislature tried to form a bug entropolium sewer district. But



WRECKAGE OF JETLINER IN INDIANA Big irouble in little packages.

Bill's Bombshell. When Graham spoke at last, he began calmly, listing his reasons for refusing the light-show people's demands, but as he turned to the real subject of the meeting-himself -the decibel level began to rise "For tour years I've been attacked and accused of being a moneygrubbing cap munity," he said. "I'm an American businessman, mister, and I've made a lot of money And, man, I've earned it But I think we've also given something to this city in return. You people talk about community. Where is this com-Where are the pottery shops in the Haight? Where are the music groups that are giving lessons to kids?" Gramax. Then quietly he announced that he would close up the Fillmore West tor good in December, when his lease on the present site expires. The announcement tore the meeting to shreds There would be no pickets then or later at the Fillmore West. Last week it the Fillmore West had been extended to August 1970, and anyone who thinks Bill Graham will told it then doesn't Graham works 16 to 18 hours a day

the world where the word hip is often

synonymous with middle-age spread. At Tanglewood's well-groomed. Berkshire

Festival this summer. Graham staged a

rock program that broke all cash and at-

terprises is precarious and emotional

a raging confrontation that called into question the whole future of the Fill-

technical style, and sem shockwayes

A meeting had been called at San Fran-

eisco's other rock palace, Chet Helms'

Family Dog Ballroom, by a group of

psychedelic-light-show operators who

were demanding more money and say-

ing they would throw picket lines around

the Fillmore that night. About 150 peo-

ple were ready and waiting for Gra-

ham when he entered First to speak

was Helms, a gentle, aesthetic-looking

man in his late 20s. He delivered a

accusing Graham of having a monopoly

in town, and suggesting that those in-

ness divide all income equally for the greater good of the "community"

long speech calling for "brotherhood.

through the realm of rock

and the second of the second o

involved at least one private plane. This statistic points up the urgent need for better regulation of small craft, most of which lack the sophisticated electronic navigation and salety equipment reunited by the Federal Aviation Administration for commercial airliners Indianapolis air-traffic controllers say that the small plane in last week's colliston, for example, was not detected by airport radar. Had it been equipped tas all commercial carriers are) with a transponder that bounces back a strong radar echo, it might well have been spotted by ground controllers in time for a warning call that would have averted the collision

Two days after the Indianapolis disaster, the very same flight—Allegheny 853—came perilously close to another mid-air collision with a light plane while departing Greater Cincinnati Airport. Fortunately, in this instance the un-

suburbanites telt city dwellers were going to take advantage of them—and vice versa—so the bill failed to pass.

Finally, concerned residents organized a 3.600-member Citizens League, which helped to devise a regional planning body that both cities and suburbs would trust. Two years ago, under the leagues prodding, the state legislature passed an act setting up the Metropolitan Council to provide for "the orderly physical, social and economic growth of the area."

Under the legislation, the council controls only regional matters like pollution. sewage, highway routes and preservation of open space, leaving to each locality full sovereignty over police, schools, zoning and taxation. The 14 council memhers are appointed by the Governor from newly created districts of roughly equal population, and their chairman is selected at large. Thus the group avoids being influenced by myopic municipalities. The council is also financially independent. It funds itself mainly through a 70¢ levy on every \$1,000 of taxable valuation-a property surtax that brings in about \$1,000,000 a year. Its staff of 50 experts includes city planners, san itary engineers and political scientists. It has power to match its vision. Even small local projects concerning bus routes and landfill must ribe with the council's regional plan-or be suspended.

If there is a flaw in the council, it is that members are not elected by the public. Yet the group's initial accomplishments suggest that other medium-sized metropolitan areas in the U.S. might do well to emulate the Twin Cines, plan. The council has already velocid a ground that at would have brought too much noise and blight to nearby residential areas. On the positive side, the council is developing a mass/trainty lipat and has mapped out a gigantic sewer district that will unte 34 existing systems running through 121 towns and 100 gus-

#### RESOURCES

Challenge of the North Slope It is a harsh but strangely lovely land, home mainly to the grizzly, polar bear, wolverine, caribou, tox. Dall sheep and countless geese and ducks. Mushy and mosquito-plagued in summer, the North Slope area of Alaska is so cold in winter that metals become brittle and men work at a fraction of their normal efficiency. Yet, during the past year, a 140-mile-wide strip of this inhospitable country bordering the Beaufort Sea was the scene of frantic activity as more than a dozen big oil companies conducted seismic tests and drilled exploratory holes in preparation for Alaska's "Great Oil Rush.

"Alaska will never be the same again."
Governor Keith Miller declared jubilantly after last week's bidding for oildrilling rights enriched his state's coffers by \$900 million (see BUSINESS). Conservationists, for reasons of their own, fear that he may be right. In their understandable haste to obtain geological data before the hidding began, some of the oil companies scarred the tundra with seismic diches that look from above like giant graffitt and liftered it with garbage and empty bartered to the property of the prop

Spongy Tundra. The Arctic, unlike I and in temperate climates, does not easily recover from man-made disruptions. Because of the cold, orange peels do not decay for months. Twenty-five-year-did buildozer tracks, are still plainly wither on the tundra today, testimony of the cold property of the cold property of the arctic last on a hard foundation of premafers—ever-frozen



OIL RIG IN ARCTIC ALASKA With scars like grant graffiti.

ground that prevents drainage. In the brief summer months, a thin cover of tundra soil thaws a foot deep. But if the ground is gouged by heavy equipment, the permafrost is exposed. When it thaws, it turns into a small rivulet that continues to erode its banks, growing ever larger over the years. The permafrost also makes waste disposal difficult. In their North Slope operations to date, oil companies have bulldozed shallow lagoons into which they have dumped garbage and sewage. If they continue this practice, increasing amounts of wastes will seep through the spongs tundra and contaminate the whole wa-

Moreover, to build roads, camps or airstrips, a gravel foundation must be laid over the tundra. But scooping thousands of cubic yards of gravel out of the nearby hills will cause devastating new erosion. An alternate solution—getting the gravel from river bottoms. poses yet another problem. The future of migratory fish like salmon, which lay their eggs in stream bottoms, will be endangered. In short, the fabulous oil strike might turn the tundra into a nightmarish wasteland.

This grim possibility could be avoided. Some of the oil companies, even before leasing their rights, went to costly lengths to respect the land. Instead of using trucks to transport equipment, for example, Atlantic Richfield Co. lifted rigs over the fragile country with giant Sikorsky Skycrane helicopters. For its part, the Federal Government says it will enforce water-quality standards in the area. Because it owns vast amounts of the North Slope as yet unopened to oil exploration, the Government is in a position to insist upon whatever guidelines it can devise to control development and minimize damage to

the Arctic ecology. Environmental Safeguards, Last spring. Secretary of the Interior Walter Hickel, who as Governor of Alaska promoted the oil boom on state-owned land, set up a special Arctic Task Force to draft those guidelines. Headed by Under Secretary Russell Train, the Task Force is also protecting the rights of Alaskan Indians who own some of the land. Its first act has been to delay the construction of a 773-mile-long trans-Alaska pipeline until the best route can be chosen from the oilfields south to the port of Valdez. The pipeline itself. the Task Force insists, must have such built-in environmental safeguards as pollution-detection devices and plenty of

shut-off valves all along its route. The very thought of oil spillage causes ecologists to shudder. Scientists have long known that in the freezing Arctic. oil does not break down or dissipate biologically. Instead, it would remain for years, perhaps forever, as a menace to wildlife. Construction and operation of the pipeline can be monitored. But it will be more difficult to control the supertankers that might follow the sea route through the Northwest Passage now being tested by the 115,000-ton tanker Manhattan (TIME, Sept. 5). II one foundered in the Arctic Ocean. it would spill many times the amount of oil lost in the memorable Torrey Canvon disaster, thereby endangering literally millions of seabirds, fish and littoral animals

Despite the Department of Interiors' efforts to slow down the pace of in-dustrialization on the North Slope, some conservations in finish that the oil companies are moving too fast. Says Dr. efforts of the Slope of the area is, in fast, searly, We know ear taking a chance when we upset the fragile ecological balance. But we don't know the full significance of the upset. We know see are initiating a don't know the fast initiating a whom the solution of the so

## World Travelers



Fine Writing Instruments from five to lifty dollars eac



time and control and



## Now you can teach Black & White America Black & White America, a compre-

hensive, hard-hitting teaching kit on U.S. race conflict, is now being made available to all teachers by the TIME Education Program. The price is \$3.00, including postage. The kit consists of 7 vividly illustrated booklets, dealing with such subjects as race & sbillity, self-avaluation of racial attitudes, the nature of prejudice, dimensions of black poverty, and contributions whites can make

To order, send coupon and payment to:

Program,	Thite America Kit, T Box 870, Time-Life N Y 10020	
Miss Mrs. Mr		
name	(please print)	
address		
city	state	zip

Number of kits @ \$3.00 each

#### THE LAW

#### CONSTITUTIONAL RIGHTS Guideline on Abortion

By throwing out the conviction of a severy Hills physician last week, the Childronia Supreme Court provided new hope to those who oppose artishortion laws across the nation. By a 4-to-3 martishortion would be a seven to the severy shall a law that for more than 100 years made it a crime to perform an abortion on a sooman except when "necessary to preserve her life." The majorita of the seven to preserve her life." The majorita of the seven than 100 years made it a crime to perform consumers for the seven than 100 years when the consumer's fundamental right to choose whether or not to bear children.

Actually, the law had been repealed two years ago But Dr Leon Belous it was still in force. To replace the statute, California passed more liberal legislation that permits hospitals to perform abortions on girls under 15, in cases of rape and incest, or when having a baby may seriously harm the physreal or mental health of the mother. The California decision-the first of its kind by a major state court-now easts constitutional doubt on rigid abortion laws in no fewer than 41 other states. Also, by emphasizing that a woman has a right to decide whether or not she wants a child, it may have given California hospital abortion committees the support they need to be more liberal in approving abortions

Many Supporters. Below was brought to treal after he referred a young unarried woman to an experenced Hol. I swood abstrontins, who performed the uperation for her Because of the woman's emotional state. Belows had learned and the state of the state of

list of supportgr.

In one friend-of-the-court brief, 17
prominent lawyers argued that "a partendar respected church" (the Roman
Catholic Church, which fought against
theralization of abortion lawsh had no
right to impose its religious views on
the state. Another animos brief was
signed by 178 deans and other profession of methods and the profession of methods and the profession of methods and the protendar brief profes of a "hard—altions brief profes of a "hard—altions brief profes of a "hard—altions brief profes of a "hard—almost profession in 1850 to proceed womeen from serious risks to life and health,"
"hey declared," has in modern times be-

In the decision, California Supreme Court Justice Raymond Peters noted

come a scourge."

 The list included the former dean of the University of Southern California Medical School, Roger O. Egeberg, who is now HEW Assistant Secretary for Health.

that the state once had an obvious interest in preventing abortions. Any internal surgery used to be dangerous, said Peters, in the days when doctors could not control infection. Today, he pointed out, it is safer for a woman to have a hospital abortion in her first three months of pregnancy than to have a child. For this reason, said Peters, the statute cannot be defended on the ground that it serves to prevent death from the abortion procedure. This interpretation, he continued, would actually infringe on a woman's right to life. Moreover, it would be an unjustified invasion of privacy "in matters related to marriage, family and sex." Efforts to reinterpret the statute. Peters



BELOUS IN OFFICE Victory for free choice.

said, had only muddied it with elusive psychological considerations. For example, one California appeals court recently upheld a doctor who had performed an abortion on a woman who psychiatrists said might commit suicide if she did not have one. Thus the law did not clearly define the boundary between crimnal and legal abortion.

The court did not deal with constitutional issues raised by California's new law, the Therapeutic Abortion Act of 1967. The decision did suggest, though, that the new act makes it easier for a doctor to decide when he may legally perform an abortion. Roy Lucas, a lawyer on the hoard of the Association for the Study of Abortion, believes that the new act is still too vague, but applauds the new ruling. He believes that it provides a weighty precedent for court action in other states and affirms a legal trend in recent years that would make all such intimate matters a private concern beyond the reach of the state.



A luxurious economy car in the tradition of the Toyota Corona

A trifle longer.

A dash more power.

A bit more posh.



At a shade more price.



Engine, 100 hp single OHC; mileage, approximately 25 mps; top speed 105 mph. Standard equipment: front disc brakes; nylon carpeting; steering figurition lock; rectining bucket seats; flow-through ventilation. Options include: automatic transmission: air conditionine: Stewart true skeld

TOYOTA

## Beauty treatment for 87 acres of trash.





In this age of affluence, we have more of everything. Including more trash.

Each of us produces about five pounds a day. For the country as a whole, that's a yearly problem weighing 182,000,000 tons.

Where does it all go?

If we burn it, the smoke and fly ash drifts down on our cities and towns. And on us. If we dump it, we provide breeding grounds for insects and vermin. And disease.

Waste is growing faster than population. By 1980, we'll be faced with 280,000,000 tons each year.

What's the answer?

For many cities, the answer is to bury the problem. It's cheaper, cleaner, more efficient and healthier.

Waste burial, or sanitary landfill, is also an economic method of transforming low value land into a community asset. For example, Los Angeles County, California, reclaimed an abandoned strip mine in Torrance by compacting refuse and burying it in layers.

The result is the lush, 87-acre South Coast Botanical Garden.

At present, the county is reclaiming another 133 acres this same way.

But changing an eyesore into a place of beauty or usefulness takes planning. You can start by writing for the free booklet, "What can you do with refuse?" to Dept. 718T, Caterpillar Tractor Co., 100 N.E. Adams St., Peoria. Illinis 61602.

Your local Caterpillar Dealer can help your town get started.

You have a lot to gain. Like clean air, for example.

We can make the world a better place to grow up in. Caterpillar machines will help.





The French weren't scared off by the American label.

They bought 5,460 bottles in 4 days. That's not bad considering the French don't talk our language.

Paul Masson. America's largest selling premium wine in Europe.

### THE THEATER

### BROADWAY

### Samurai Saga

A culture transplant poses the same difficulty as a heart transplant. It is so-cially as well as biologically instinctive to reject what is alien. One slightly condescending form of acceptance is to train the condition of the c

lists after Lady Kaoyo, the wife of Hangan, one of Moronao's deputies. She rebuffs him, Moronao is furious and showrer abuse on the unsuspecting and inand patience, Hangan draws his sword and strikes at Moronao. But he is in the sacred precincts of the shogun's palace, where even to draw a sword is a crime. The shogun orders Hangan to for his chief resisters weak, to avenge his crued death. That is what the next seven acts are about, making Hamlet



BAIKO IN "KAGAMI JISHI" Beauty into beast.

new taste sensation with which to start the Broadway season.

Dramatically, the Kahuki is most aircessible to a Western audience when it mirrors human nature, and most balfing when it reflects the feudial secret structure of 18th century Japan. In its manutakingly stylized way, the Grand Kahuki converts action and experience with the control of the property of the control of the property of the control of the property of the

Moster of Sign Longuage. The most remowed play associated with this the-atter company is Chushington. an 18th century saga of honor and bloody revenge that is almost Sicilian in too lesson in the entire that is almost Sicilian in too lesson for the control of t

seem like a speed demon in the revenge department.

Every little gesture has meaning in Kabuki theater, and the twitch of an eyebrow can be as electric as a lightning bolt. One of the stars of the company, Baiko, is a master of this sign language, and he plays Hangan with expressively poignant force. With staggering ease, Baiko also dominates the second number on the program, Kagami-Jishi (The Mirror Lion Dance), in which he plays a shy flower-loving maiden who turns into the king of beasts. (All female roles are played by men in Kabuk) theater.) The three-stringed twang of the samisen haunts the entire evening like a choral book of lamentations.

The Grand Kabuki illuminates the paradox in the Japansee character, an outward decorum of almost inhuman restraint masking an inner fury of almost demonic feelings. Our of this tension the Japansee fashioned the peculiar beauty of their drama, rather like the Greeks, whose tragedies distilled the moral of "nothing in excess" from a people capable of nothing but excess.

### THE STAGE ABROAD

A Double Crown

One of the most difficult feats in acting is to play, in tandem, the rival roles created by Christopher Marlowe and William Shakespeare. Two such matching pairs exist to test the sweep and sinew of an actor's craft: Marlowe's Jew of Malta and Shakespeare's Shylock, Marlowe's Edward II and Shakespeare's Richard II. The last actor to play the two Jews on successive nights was Eric Porter at Stratford on Avon in 1965. Now, for the first time since 1903, the two kings are being doubled in repertory by an English actor named Ian McKellen, who has thus made himself the undoubted sensation of this year's ever-popular Edinburgh

For present lastes, honed to metant viscence, it is by no means orbivous that Shakespeare outwrite Marfowe. McKelen Kiehard is Shakespeare's, full-strength and without eccentricity, at the control of t

McKellen and Director Toby Robertson have confronted with stark candor the fact that Edward II is a play by a homosexual about a king who was a homosexual who indeed ruined himself for an infatuation. The sum is a better play about that too-fashionable subject than anything over ne cover results of the play about that too-fashionable subject than anything over ne cover results on the play and the play of the play subject than a play of the play of the play subject to the play of the play of the play and intensely masculine.

Dripping with Muck. The play opens with Marlowe's gaudy word-painting about the pleasures of boys and other toys, and with a searching kiss on the mouth by which Edward welcomes his favorite, Gaveston. It ends with a death scene in which Marlowe dredges the most profound pity up from the most nightmarish sensationalism: the deposed king dragged from the castle cesspool, half mad and dripping with muck, washed and soothed and kissed by his murderer in the lingering tender dialogue with which a frightened lover is put to sleep. Then smothered with a feather blanket, crushed beneath an upturned table. Then legs up, and the flaming retribution for pederasty, a cauterization evidenced by the chronicles Marlowe knew but made into a myth beyond history, as searing as an image by Hieronymus Bosch.

Yet Edward's weakness is more than personality: it is politise. Disorder in the passions is mirrored by disorder in the state. Gaveston's name tolls like a bell through Edward's lines, but for Edward's enemies the favorite is merely an instrument to hand, his death is sim-

This announcement is neither an offer to self nor a solicitation of an offer to but these security.

The offer is made only by the Prospectus.

\$100,000,000



### Philip Morris

6% Convertible Subordinated Debentures
Due 1994

Convertible into Common Stock at \$27.75 per Share

### Price 100%

Plus accrued interest from September 1, 1989

Corner of the Prospection may be obtained in any Mate only from such of the several Underwriters, including the underwined, as may landfully offer the securities in such state.

Lehman Brothers Goldman, Sachs & Co. Kuhn, Loeb & Co.

Dillon, Read & Co. Inc. The First Boston Corporation Blyth & Co., Inc. Drexel Harriman Ripley Eastman Dillon, Union Securities & Co. Halsey, Stuart & Co. Inc. Hornblower & Weeks-Hemphill, Noves Kidder, Peabody & Co. Lazard Frères & Co. Merrill Lynch, Pierce, Fenner & Smith Loeb, Rhoades & Co. Paine, Webber, Jackson & Curtis Salomon Brothers & Hutzler Stone & Webster Securities Corporation Smith, Barney & Co. Wertheim & Co. White, Weld & Co. Dean Witter & Co.

Bache & Co. B

Bear, Stearns & Co.

Paribas Corporation

September 11, 1969



Man makes his own hellfire.

ply an incident in the long war between king and barrons. In furitum at court, in vactorious fury of battle, then defeated and bound. Edward is stalked by his encircling nobles. This play is about the state, the nature of the medieval constitution, and the Renaissance and the highly politicized age; it resonates with considerable imnaction another.

Marlowe is surprisingly modern. His paradigm of the unnatural is presented in raw pop colors—an Elizabethan comic hook. The structures are rough-chopped. The energy springs from chapted that man is alone. He mocks religion in the guise of popery, and he imagines the triumph of will defiant beyond limit. But he wakes in the night with the sweats fear of death And he sees that man makes all the moral rules there are the man makes in the moral rules there are the man makes in the moral rules there are the man makes in the moral rules there are the man makes in the moral rules there are the moral rules the rules the moral rules the

Actor McKellen burns in that fire -thin, lips taut, gleaming with royalty and nerve. He has the mighty breath for the Marlowe line. He has the control to make the relentless rhythms a hammer of pulse. His Edward jumps and flickers, a netulant youth who grows in viciousness yet retains sympathy, who dies stripped to a rag and a whimper ver retains tragedy. It is a performance, paired with his Richard, that marks Mc-Kellen at 28 as an actor of potential greatness Like most fine British players, he has been thoroughly schooled in a variety of roles, ranging from Shaw to West End sentimental comedies. The year after he graduated from Cambridge. where he studied to be a teacher, he was playing Henry V and Osborne's Luther. His present pair of kings has won him an actor's crown



### After 3 years, the car that cost the least costs the most

The official Osed Car Gu to a full of little surprises.

To show you what we med we se pitted one 1966 Volkswoods against appears to popular 1966 compacts."

Back when they were quarter town the popular compacts sold for an average price of \$610 more than the collaboration sector.

hund the analyed of the unpupiler hex verses amount 3 years.

The known impacts now selligible as not fight for an average of \$261 less ma the Lowerper.

Of course when you stop and their attents the mality set surprising at all time promoting is a dar that looks 3 and 2 Comment to the set of the

On a car that gets about 14 miles per gailor? Compared to one that gets about 268.

One car that takes loss of oil and water?



Compared to one that takes the oil and no water?
The official Used Car Guide

### SCIENCE

### BIOLOGY

Saving the Cave Paintings

For more than 16,000 years, the prehistoric paintings in France's famed Lascaux Cave survived in splendid isolation. Then, after the discovery of the cave by four French schoolboys in 1940. man returned to the scene. He brought with him a mysterious blight that threatened to obliterate in a few short years the magnificent red cows, free-floating horses and other majestic creatures drawn so long ago on the cavern walls by talented Cro-Magnon artists. Now the archaeological crisis has apparently passed. French scientists have successfully diagnosed the illness of the ancient art gallery and prescribed a mod-

Almost from the day that the cave



Two French biologists refused to panie. Taking samples of the splotchy growth back to their lah near Pars. Biologists Marcel Letever and Gruy Lawath mucroorganisms. Yet only one was with mucroorganisms. Yet only one was multiplying masswell enough to produce the ugly green discoloration on the cave walls. The culprit, the scientists report in the British journal Studies in Speleology, was a hardy, spherical alga

The microscopic plant probably flourished in the cave in prehistoric times, but reappeared only when man brought it back with him in the mud and dirt of his shoes. Palmelloococcus' life was made all the more comfortable when man installed artificial lights in the cave, circulated the air with huge blowers.



was invasiled and opened to outside unit light and visitors, archaeologists have been concerned about the effects of this exposure By the 1950s, when as many as 125,000 people were visiting the site annually, the French had installed an elaborate air-conditioning system of the site of the site

Sistine Chapel. In 1980. a patch of updated preem molifies evisitance was discovered in a section called the Hall of Bulls insmed in the Id-High creatures on the most of the patch of the

complete darkness and solidation for a remomplete darkness and solidation for a reseal of diminishing, however, the splotches only spread more rapidly. The French Government became so alarmed that in 1963 it closed off the cave to all but its own investigators. Preparing for the worst, it also ordered the mational shrine photographed, so that the trreplaceable Paleoluthic paintings and, most important of all, introduced a host of algal nutrients

Like other algae. Palmellococcias threes on light, moisture, mineral salts and carbon dioxide. Yet when it can feed on-such organic substance as sweari, pollien and bacteria—which were also well even in drin light. It enough of these nutrients are present, it can survive without any light at all. In fact, it was this steady buildup of organic maistre. Lefterer and Laporte say, that enabled \*Pulmellococcus to profiterate even a contraction of the contraction of the

To reduce the algae's hacterial food supply, the scientists furnigated the grotowith an aerosol of powerful antibiotics (pencilius, steplomycin and kanamyerin. Next, they tackled Palmel-looceas itself. They found that a spray of formaldehyde mixed with detergent not only kilde the algae—which gradually lost their color—but had no ill effect on the naintines, themselves.

Maladae verre's rout has been so successful that scientists and other selected visitors are now again being allowed into the cave to study the paintings. If adequate protection against new contamination can be devised. Lefevre and Laporte hope that the public also may some day again be allowed to see the remarkable artistry of Cro-Magnon man

### PLANETARY EXPLORATION

What Mariner Really Saw

Man's age-old dream of extraerrestrial life was simulated earlier this summer by preliminary interpretations of data sem back from Mars by the twin Manner probes. Hurriedly examining trometer on hoard Mariner 7. Chemist George C. Primental had dramatically announced that the Martina atmosphere probably contained traces of ammonia and methane two gases produced in earth by bacterial deeps. The implication organisms on Mars.

Last week, after further study of the Mariner data, Pimental reported that his ephemeral clue to the existence of Martian life had proved to be false. What he had read as the characteristic "signatures" of methane and ammonia in spectrographic information gathered near the Martian south pole, he admitted, were actually produced by a thick layer of frozen carbon dioxide, otherwise called dry ice. How did the embarrassing error occur? Only when he checked out the experiment in his laboratory. Pimental explained, did he learn that a thick layer of dry ice could produce spectral characteristics similar to those of methane and ammonia.

Dry-Ice Clouds, Other scientists also had some second thoughts about their Mars findings Originally, the temper ature of the southern polar cap was reported as -180°F, or roughly the frost point of carbon dioxide under Martian atmospheric pressure. Now, the scientists say that the temperature is probably about four degrees lower and the atmospheric pressure several millihars higher than first estimated. That would mean that the pole is not solid carbon dioxide, as scientists once speculated. Instead, it is possibly composed of a mixture of carbon dioxide and ordinars ice, and perhaps obscured by a cloud of dry-ice particles.

Six weeks after the Mariner pictures were transmitted, scientists at Pasadena's Jet Propulsion Laboratory were also getting a far clearer look at the red planet itself. In the first fast playback of the 200 TV images radioed by the two probes, they saw a very rough and lunarlike surface. But after considerable electronic enhancement of the pictures, a slow process that increases contrasts and eliminates random "noise" in the radio signals, the scientists have now produced a portfolio of photographs that show three distinctly different types of Martian topography. Besides cratered regions, there are huge, flat, featureless like the 1,200-mile-long plain called Hellas. There are also vast expanses of jumbled, chaotic terrain, whose short ridges and small valleys are unlike any features on the moon and do not exist on so large a scale on earth. Concludes Caltech Geologist Robert Sharp: "Mars is definitely its own man."



flight for 36 years. The DC-1 through DC-7 made history in the prop era. In the jet age, it's the Super DC-8, DC-9 twinjets, and soon, our newgeneration DC-10. In the space age, we were there with the pioneering Mercury and Gemini spacecraft. And we're building better tomorrows

through creativity in electronics, space systems, and other exciting fields.

MCDONNELL DOUGLA





### JAPAN-EXPO'70

by Yoshikazu Ogino

There are no Geisha or cherry blossoms here, no shrines, no Fujiyama. Instead, this is the young artist's poetic vision of a new industrial, technological Japan—a nation with its face turned firmly to the future.

Of course, the visitor to Expo?70 will see both the modern and traditional marvels of Japan. He will come to understand how they can exist side by side.

Understanding. That's the purpose of Japan's world exposition. It is a bridge, where the peoples of the world will cross, and meet, and appreciate their common humanity.

At TIME-LIFE, we support Expo<sup>7</sup>0 wholeheartedly. We are an integral part of the new lapan. And we, too, are a bridge. Through magazines like TIME. LIFE. PORTUNE, SPORTUNE, STORTUNE, STORTUNE, STORTUNE, AND TIME-LIFE BOOKS, the world can exchange knowledge about people and products.

Understanding. It's the best use of bridges.

TIME-LIFE

Yoshikazu Ogino was born in Tokyo in 1940. The Saijokai Art Association, which he founded in 1961, has held several exhibitions of his work. He has had one-man shows in both Tokyo

Japan. 1968. Three-dimensional paper cutout. 14 3/8" x 20 1/2".

\*Published by Diamond-Time Company, Ltd.



You never have to thread a Sharp Cassette Tape Recorder. Without ever touching the tape you can change reels in 5 seconds! And the sound—the great sound you've come to expect from Sharp FM/AM Radios. All in one handsome, compact until For 55 years Sharp—pioneer in TV, radio and tape recorders—has been worldrenowned for dependability. Get Sharp. Sharp Electronics Corporation, Carlstadt, New Jersey 07072.

### MILESTONES

Divorced. By Lauren Bacall, 44, ever svelte and sensuous leading lady: Jason Robards, 47, most recently starred in We Bambed in New Haven: on grounds of incompatibility: after eight years of marriage; in Juarez, Mexico.

Divorced, Bs. James Rousevell, 61, eddest sam of President Franklin D. Rousevelt and former U.S. Congressman, who now works for a Geneva-based investment firm: Gladys Owens Rousevelt, S2, currently free on heal after stabbing Rousevelt last May because she thought he was about to leave her for another words, and the second of incompatibles, or another words of the control of the control of the control of the control of the second of the control of the control of the second of the control of the control of the second of the control of the control of the second of the control of the control of the second of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the control of the control of the second of the control of the second of the control of

Died, Gavin Maxwell, 55, Scottish writer and naturalist, of cancer; in Edinburgh, Scotland, Solitary by disposttion, more intrigued by animals than by people, Maxwell mined the world's far reaches for his many books. In Harpoon Venture (1952), he recounted his experiences hunting sharks off the craggy coasts of the Hebrides; travels among Iraqi Arabs led to People of the Reeds (1957). But it was his tender relationship with two otters in the remote Scottish highlands, retold in Ring or Bright Water (1960), that brought him his greatest acclaim. "Stage one on the way to understanding human beings," he once tection for animals."

Died, Everett McKinley Dirksen, 73 pillar of the U.S. Senate and the Republican Party (see THE NATION).

Died. Adam Gimbel, 75, president of Saks Fifth Avenue stores for 43 years; of pancreattis; in Manhattan, When his course Bernard F. Gimbel Adam Gimbel took over the Fifth Avenue store and opted for optience and expansion, opening 29 more branches across the U.S. until today Saks Fifth Avenue as the nation's largest specified and the part of the property of the pro

Died. Alexander Holtzoff, 82, oldest member of the Federal District Court in Washington, D.C.; of a heart attack: in Washington, D.C. Brilliant and fiercely independent. Holtzoff waged a running battle with higher courts during most of his 24 years on the bench. In 1952, he refused to nullify President Truman's seizure of the steel industry, only to be reversed by the Supreme Court; ten years later, he fined the U.S. Communist Party \$120,000 for failing to register as an agent of the Soviet Union, and was reversed again. As a colleague put it: "Most of us take the higher courts as guidelines, but not Alex. He used to say, 'They're not superior to me,' and rule the way he saw it,



PRODUCT OF U.S.A. 100's NEUTRAL SPRITS DISTILLED FROM GRAIM: 90 PROOF. GORDON'S DRY GIN CO., LIND., LINDEN, N. J.

They're using Windsor in stadiums not only because it sough but because it looks so good on color tv!

### COLLEGE STUDENTS:

Se TIME LIFE and SPORTS LLUS
TRATED on amous Liberal commissions
send letter stating your qualifications to
firms in College Bureau TIME & LIFE
HUMB Rockeleties Content N Y N Y 190209

MOON LANDING MAIL
HISTORIC MEMENTO OFFERING
Ascharically Engroved by ARTCRAFT



The tradition and colors where or where the traditions were the darker and colors of the colors of t

50c EACH - 5 FOR \$2.00 MOON MAIL BOX 1958, MAPLEWOOD, N.J. 87040



Zubin Mehta's Accompanist

The New Baldwin

### MODERN LIVING

### SMOKING

#### Cold-Turkey Month

"I'm talling to all of you who smoke" i'm Intundered the Rev. Clavious Brook and dreasing the trousstoll at Isale Rock, suphreed on the courthouse learn. "You have the opportunity to fail in Adparation of the opportunity to fail in Adtive to the opportunity to fail in Adies and the opportunity of the opportunity to fail in Adies and the opportunity of the opportunity

For "Eagle Rock," read Greenfield, Iowa, For "Reverend Brooks," read Actor Dick Van Dyke--filming a seene for a forthcoming United Artists movie, Cold Turkey, a whimsical story of a town whose citizens decide en masse to kick the smoking habit. The whimsy became reality a month ago when-on the promise of a \$6,000 reward from U.A. Greenfield smokers formally signed a pledge to quit pulling for 30 days and incinerated hundreds of cartons of cigarettes on the town square. Last week the month of official abstrnence ended, and with allowances for the veracity of the people involved, it seems to have been a surprising success

Merchants, including supermarker and drugstore owners, eport that eigenretic sales in Greenfield are off 160° cours of the 36 mokers who vowed to quit, 134 claim to have gone the full 30 days without. Another 21 insist that they "almost stopped," limiting themselves to "snitching" an occasional quick drag; 50 say that they cut their committee of the sample of the

HERMAN & CREATION

still on vacation and therefore unpolled, only 69 admit to promiseuously solating the no-smoking piedge. The most conspicuous backsider is Actor Van Dyke, a chain smoker who ionned the townsfold in signing the piedge and says. "I really made an honest effort but I was clumbro the walls.

half With several dozen Greenfielders

Actor Van Dike, a chan smoker who ioned the townslold in signing the pledge and saxs. "I realls made an hon-set effort, but I was, climbing the walls. It was terrible, terrible." Others include Bill Marshall, a Greenfield insurance all Marshall, a Greenfield insurance one; das. That night, he was jawakened by a telephone call from a tarner whose bare had just been blown down in a green to the second of th

Backsliders' alphs sometimes verge on the exotic Kerth Grax. I hospital technicator, wears that he would certainly have laded out the 10 dass it it hataff been for "that louss golf game last Sunday." A Greenfield housewife in-sists that she resumed smoking only to relieve missterious inglitting stomach pains, which disappeared as suon as she broke her view.

For those who have stuck in our, the eld to that sequenced true gin, "I couldn't," and bave made it without snuff," saws Dart rell Chiles, manager of a Greenfeld mannance, but a little princh in the sude to ot the cheek really helps. "Other sut-terens water by such substitutions as plass the cagarettes, chewing gum. Life Saws the cagarettes, chewing gum. Life Saws of the substitution of the cagarettes, chewing gum. Life Saws of the substitution of the substituti



HALSTON & MODEL

### FASHION

### Fall Grab Bag of Dos

A girl can't stav undressed forever. With the last sand shaken out of the last sandal, bikinis back in the mothballs and nothing left of summer but a handful of overexposed color slides, the old question fooms as sharply as ever. What to wear this fall?

In other seasons, and in other sears, awareness came casis). Paris and Seventh Avenue let! Intite to chance or to choice: memines, were to be lowered, wants cunched, cranolines worn, hentiness banned. No more Today, the woman was not to be checked and cranolines banned. No more Today, the woman was at all. More can shifter in most aris sea at all. More can shifter in most aris was at all. More can shifter in most aris was at all. More can shifter in some case of the cas

Winter Drag. What seems to be going the most is the maxi. Pooh-poohed when it first turned up five years ago. and shoo-shooed into junior departments as recently as last year, the full-length coat is scourging floors across the country more effectively than an electric broom. To be sure, sales are largely to the under-30 set, and in particular to those under-30s who happen also to be over 5 ft. 5 in tall (That much covering makes a shorter girl look like a walking, talking sleeping bag.) Men, fearful of losing sight of miniskirts, are generally scornful of the style lack Hanson, founder of California's Jax stores, goes so far as to sneer: "It's like admitting you don't have good legs." In fact, many girls don't, and they are grateful for what the maxi can do to divert attention to their other features-an elegance of neck, an effulgence of bosom.

As a result, customers from Detroit to Dallas to Atlanta to Chicago are



JORIS & MODEL IN MAXI



### Fall 1969: A Season for All Women

Clingy knit sweatercoat and pants make for casual fall comfort as well as subtle sex. Two-yard-long chiffon seart outlines the long, lean look of Victor Joris' outfit for Cuddlecoat.





Any skirt length goes, whether mini, midi or maxi. This crepe mini dress by Stan Herman for Mr. Mort recalls the mood at the '20s with cardigan jacket and ostrich boa.

The mideall skirt, once the dowdy trademark of nurses and governesses, achieves a worldly new chic in Halston's snug shirt and skirt, with coat that ties like w bathrobe.



ods

Uncoln Center Philharmonic Hall HUGH MASAKELA





Maxi coats with matching pants are this year's biggest news. They combine a new look with practicality, and Luba of Elite adds a touch of humor by making her outfit in fake fur with fox rim and side buckles.

Weather doesn't matter at all on rainy autumn days in Luba's slick, shiny vinyl coat and pants that are fit for a midnight cowboy or a ludy on the cocktail circuit.





The fall's free-for-all allows for such extravagances as Oscar de la Renta's Belle Epoque dress in velvet with ostrich feathers.

snatching masis off the racks, as well as floor-length mufflers and scarces. At Manhattan's Bloomingdale's, two out of three coats sold are masis. For prices ranging anywhere from \$70 to \$225. Come winter, when snow and sists can turn a full-length coat into a real drag, sacke are sure to ease off, But a grants, and the state of the state of

Minis, of course, are more -or less everywhere this fall. They come short, shorter and in newly abridged versions. cut of languorous fabrics like velvet panne, crepe plissé and slinky jersey. They are shown, with a nod to the '20s, as the kicky end to a straight line cardigan suit, or, in a mixture of high drama and low burlesque, heneath maxi coats. (Said one male observer of the scene last week: "I don't mind a long coat if it is handsome and the girl in it is Geraldine Chaplin, like in Doctor Zhivago, but underneath I like to find Julie Christie, in this year's mini.") They are pleated, gathered and flared, bold and brassy in horse-blanket plaid, workaday nonchalant in houndstooth check.

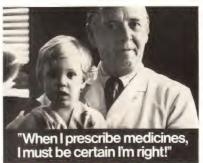
They are clearly here to stay awhite. Even so serious a critic as Fishion Historian James Laver sees no downfall missilal Laver's original prediction, in response to an urgent inquiry last year tomo Dallas' Norman-Marcus about the min's potential life span, gave the style a year and a hall. Last week he revised fits estimate to "indefined she will be a year and a hall. Last week he revised fits estimate to "indefined she will be a proposed to the stay of the

hoity-toity in out damask or brocade

No One and Only, Whatever their current length or longwist, the new fall fashions, from maxito manito the interest the fall fashions, from maxito manito the interest the fall fashions, from a fall fashion, from a real during the details in fashion, not at a real during the fashion, not at the fashion fashion, from the fashion fashion, from the fashion fashion, from the fashion fa

The price for eelecticism? Astonishingly low For another first in 1969 is the sudden flurry and flash of performance from junior-dress designers. Victor Joris, 39, and Stan Herman, 35, this year walked off with fashion's coveted Goty Award, generally reserved for the high-fashion, 5500-a-dress boys, Herman dresses can be had for \$50, Joris coasts for \$75.

So, with length no object, reasonable price tags and a dizzying variety of styles to choose from, all a woman has to do—no negligible problem—is make up her mind.



If tam is dector discusses the question of quality drug

In my practice of medicine, my first obligation is to my patients. When I prescribe a drug product, my purpose is to select a drug that will help the patient and do the job that I want it to do. I expect it to be of correct potency, accurate in dosage, with the precise amount of active ingredient, to be absorbed by the body at the proper time.

My feeling is that when I order a drug and I specify the precise product I want, I can control what my patients are going to get.

For their welfare and my own sense of security, I go with the drug products that experience has shown me work well. They may be brand name drugs ... or they may be quality medicinals sold by their generic names. But they must be drugs that have proved they will do the job. I want to know their source and the reputation of the manufacturer. This freedom of choice should be mine, based on my knowledge and experience. With the potency of today's drugs, I don't know any safe ways to cut corners.

Another point of view . . .

Pharmaceutical Manufacturers Association, 1155 Fifteenth St., N.W., Washington, D.C. 20005

## Along with our show biz types we have our share of squares.

All they do is make money.



Some presidential squares (left to right): David Tapley. Transamerica Insurance: George Bjurman, Transamerica Investment Counselors: Kent Colwell, Bankers Martgage Co., Ralph Werger Transamerica Davelagment: Earl Clark, Occidental Life; Basil Reynolds, Transamerica Financial (Chairman Pacific Finance): James Richards, Transamerica Fund Management. Nat shown Dana Leavitt, Transamerica Title.

Transamerica is more than music makers at Liberty Records, movie magnates at United Artists, high flyers at Trans International Airlines.

Box office they may be. But to the average American our

button down types have more pocketbook appeal.

If he's short of money, they'll loan it to him. If he has money, they'll help him multiply it. They'll provide him a home, the means to protect it, and a way to keep it going after he's gone.

In the process they chalk up something over half of all

Transamerica's earnings.

There's no field of investment more fertile than Western land. Our real estate companies own large chunks of it. They develop it, sell it, mortgage it and insure its ownership.

Our financial services run the gamut from peanuts to princely. Pacific Finance and affiliated operations will loan \$60 to pay day or \$6 million till payout. Other companies handle revolving credit for a million-plus retail shoppers, provide mutual funds for individuals, counsel institutional portfolios with the expertise developed in managing Occidental Life's billion-odd in investments.

Occidental itself racked up some \$3 billion in sales in 1968. Property and casualty operations under Transamerica Insurance registered gains in an industry plagued with problems.

Land. Finance. Insurance. They may not have box office

appeal. But they pay off in box car figures.



### Our not-so-hot development in vinyl upholstery.

If you've ever redden in a bus or a car on a hot summer day you know how hot and stucky vinyl seats can get. That's because vinyl uphelstery doesn't breathe. Now B.F.Goodrich has come up.

We knit narrow strips of vinyl film:

around nylon yarn to create an upholstery material that breather So moisture evaporates apply Result A cooler, more cominitable seat

All of which makes our new Cool Knitt<sup>26</sup> a refreshing and durable upholstery idea for patio furniture, car, bus, school and theatre seats, for any seat where heat or rapid we at are problems.

Cool Knit is a direct descendant of the granddaddy of all vinyl uphelsteries B.F.Goodrich Korossell'. Sous Eversoft<sup>18</sup>, another new labric we've developed to combat hair and body oils without cracking, splitting or becoming brittle.

cracking, splitting or becoming brittle.

Today, millions of people are sitting pretty on vinyl upholstery developed by B.F.Goodrich.

But then, new and better ideas are what you'd expect from the world's largest producer of vinyl.

BEGoodrich We've cooled it.



### BUSINESS

### THE RICHEST AUCTION IN HISTORY

Already Alaska beckons on the north, and pointing to her wealth of natural resources asks the nation on what new terms the new age will deal with her.

-The Frontier in American History, 1920. Frederick Jackson Turner

Americans have long paid little heed to their rother of the morth, ideal izing instead the memory of a Western Frontier that is forever gone. Now Alaws kas increasingly presents what Historian Turner called the "Stubborn American mous to accept its conditions," The 49th Marke's environment is sea raw under continuous to accept its conditions," The 49th Marke's environment is sea raw under continuous to accept its conditions," The 49th Marke's environment is sea raw under continuous seasons and the continuous acceptance of the continuous acceptance of the continuous and acceptance of the continuous and an assessment recasure of university of the continuous and an assessment recasure of university of the continuous and an assessment recasure of university of the continuous and an acceptance of the continuous and an acceptance of the continuous and acceptance of the continuous acceptance of the continuous

tapped wealth. Last week part of that treasure produced a scene reminiscent of the landrush days of the old West. At stake was not land or gold, but oil-an estimated 5 billion to 10 billion barrels -that lies below the tundra of Alaska's North Slope, Gathered in a concrete auditorium in Anchorage, executives of 50 oil companies bid for the right to explore for oil along a 140mile coastal stretch of state-owned land. When the bidding ended, Alaska was richer by \$862,297,961.05—more than has been mined in yellow gold in the past 80 years, almost 120 times the \$7.2 million that Secretary of State William Seward paid for the territory in 1867, and the equivalent of \$3,000 for every one of the state's 285,000 men, women and children.

Steam Screen. The great Alaska oil rush has been building momentum ever since January 1968, when an Atlantic Richfield Co. drilling crew struck pay dirt 8,700 teet below the fundra at Prudhoe Bay, on the Arctic Coast Since then, 22 drilling rigs have been brought in, and their crews have sought to duplicate that teat, often working in minus 65 weather and braving 100m.p.h. winds. The land that they explored was open range until last week's sale of leases, and maintaining secrecy was as important as keeping warm. Compames hired helicopters to spy on competitors' drilling rigs, and the crews in turn switched on hot-water hoses to throw up screens of steam. The drilling results were reported to head offices by courier or by coded radio message

As pressure mounted during the countidown to last week's safe of leases, Anchorage (pop. 113,000) became: a haven for industrial spees and countidown to last of the last of the last of last

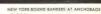
To keep competitors from learning the size of their bids, the offmen in the Anchorage Westward Hotel reserved rooms on either sade oil their own and the tensorm above and believe. A laworfite the rooms above and believe A laworfite oil offer "No. I'm incopinio" "No. I'm incopinio" "No. I'm incopinio" "No. I'm incopinio" noe company own a capable oil alking pictures firmugh a manila envelope. Another consortium capable oil alking pictures firmugh a manila envelope. Another consortium capable oil anking pictures firmugh a manila envelope. Another consortium capable oil anking pictures firmugh a manila envelope. Another consortium capable oil anking pictures of the private train at \$12.500 a days to ph. back and forth theweon Calgary and fide propaged their bals in lotal secreey; at the lass minute, these flew to Archorage

Captive Audience, On the morning of what Alaska's Governor Keith Miller called "a rendezvous with our dreams." Alaskans began lining up outside the auditorium at 3 a.m to witness the spectacle. Between the time that oilmen presented their bids before 8 a.m. and the first results were announced at 10:28 a.m. Miller had a cantive audience that any politician might envy. The Governor made the most of his opportunity, leading the oil executives through the Alaska Flag Song, introducing fellow Alaska politicians and screening a color film on the state. The audience was then treated by self-styled Bard of the Arctic Larry Beck to a recital of all 30 dreary stanzas of Black Gold. A sample couplet "They made their way to Prudhoe Bay To mine the

Then the results were announced. For



TALLYING BIDS IN AUDITORIUM



The equivalent of \$3,000 for every one of the state's men, women and children.

the first six tracts, a combine of Gull, British Petroleum and its Alaskan subsidiary bid \$97 million. Another tract, just southwest of Prathoe Bas, brought the highest subject of the control pointy by Amerada Hess and Common of Phillips, Mobil and Standard off or California had bud see and \$164, 133 less. Having underestimated on one tract, the same group decidedly over-estimated on another, making a bid of section of the control points of the control point

Bs, the end of the day. Alaska held a down payment of \$180 million: the rest is due in ten days. To eash the checks through ordinary hank channels would have required four days, and east the state \$480,000 in lost interest. \$480,000 in lost interest and the state of \$480,000 in lost in the state of \$480,000 in l

Capitol by a Glacier. Besides the windfall from the leases. Alaska will collect a 124% royalty and a 4% "severance tax" on every barrel of oil taken out. Inventing ways to spend the wealth, in fact, has become a favored pastime. Alaskans have variously suggested building a bridge to Siberia, distributing the cash equally among the citizenry, and building a much-discussed new state capitol heside the Mendenhall Glacier near Juneau. More soberly, the Legislative Council has commissioned The Brookings Institution to recommend how best to invest the interest that the money the Stanford Research Institute to undertake a similar study. Beyond that, Alaska has another 800,000 acres to put up for bids whenever it wishes. and will collect 90% of the royalties from any oil produced on federal land within the state

More important for the long run, the winning companies are now committed to develop their tracts, at costs running up to \$4,000,000 per well. This will constitute a radical intusion of more year and an \$4,000 million pieche is on the host of the period of the period will be a seen to the port of the period will be a seen to the perio

Searching for a cheaper means of serving the East Coast, the 115,000-ton tanker Manhattan last week pushed us way through the Arctic ice pack. Officers from the Manhattan reported optimistically that shipping through the Northwest Passage was a commercially practical proposition-though that was before the vessel got stuck in the ice in the McClure Strait. The Manhattan broke loose 24 hours later and headed toward the Beaufort Sea. Should the Manhattan's voyage be successful, the way will then be clear to bring Alaska's wealth of iron, zinc, copper and sulphur readily to market as well.

#### AUTOS

### Why Knudsen Was Fired Can the son of a General Motors pres-

ident fland happiness running Ford? For 19 months, Semon E. ("Blunke") Knud-sen thought so. Disappointed at having heep passed over for the GoM presidency once held by his father, William voice of the presidency once held by his father, William voice of the presidency once held by his father, William voice of the president of Ford at the president of Ford at the president of Ford at the president of Ford executives. Last week, in one of the auto industry, must bizarie up the president of the pr

Chairman Henry Ford II, whose hir-

Ford design center, arriving there as early as 7:15 a.m. He ordered one change in the grille of the 1970 Thunderbird that made a resemble the Pontiac —a car produced by the G.M. division that Knudsen once headed. He also changed some personnel at the middlemanagement level without paying due respect to the wishes of other managers.

All this stirred general resontment immorg Ford men especially Executive Vice President Ice A. Iacocca. the assertive architect of Ford's highly successful Mustaing and Maverick. Iacocca, a tough and ambitious marketing whize whom Detroiters look on as Chairman Ford's heir apparent, was whocked and disappointed when Knutsen was brought in, and later had several clashes with



KNUDSEN & FORD
Too eager to succeed.



Too much to endure.

ing or Knusben had been widels hailed in Detroit as a managerial matestaroke, walked into Knusben's office two weeks ago and told him that he was through Sand and aggreeoid. Knutben asked and aggreeoid, Knutben asked and and aggreeoid, Knutben asked and have seen as the state of the state o

A Motter of Personality. What did not work was Rnudsen's concept of how a Ford president should operate. Ford's young executives have always admired G.M.'s all-around management strength, but they were startled when a G.M. man was brought in to be their they are always and the startle with the decovered them in consultations with the decovered them in the startle with the hut strong-willed executive, intended to run the company practically at the plant level. Instead of sitting in his office ruling on policy, he took to haunting the him. The two men held a peace parley last January, but if they came to an agreement, it did not last. Says one high executive who knows both well: "Lee had chewed his way brough ten layers of management to get where he was, and he was determined to chew his was through anyone who was placed above him."

Ford's original idea in recruiting Knudsen, now 56, was to let him act as president for some years while lacocca, 44, got some more seasoning After Knudsen arrived at Ford, many executives concluded, to their surprise, that he was not really as shrewd or nimble as Iacocca. In his overeagerness to error. He tried to make policy in parts of the company that Iacocca thought were his responsibility. Not long ago, Iacocea went to Henry Ford, who considers lacocca his brightest protégé, and told him that he could no longer endure Knudsen's meddling. Apparently Knudsen's methods had not overly pleased Ford, either. The grandson of

### A child does not live by love alone.



You'll have to feed him. clothe him and send him to college. And if you don't plan for it now, he could be in trouble later.

### That's why you could use our Family Security Check-Up.

It's our way of keeping families on top of the big events in their lives. Like having babies. So if anything happens to you, your inneces would be secure.

This cheeksup is performed by a Metropolitan agent with the aid of a computer. You tell him where you stand financially and where you'd like to stand. He feeds the information into the computer. And presents you with a choice of tailor-made insurance plans. Together you pick the one that suits you best.

And your plans for your family are in good shape. Until it's time to celebrate mother big event

Call a Metropolitan agent after the doctor gives you the good word. But call your methor, in, but first



the founder of the Ford Motor Co. insists on maintaining absolute control of important that goes on in the company. As he said last week: "I am the chief executive officer of this company.

The outcome of the Knudsen affair made lacocca stronger than ever. Ford did not name a new company president. two other high Ford executives. Robert Stevenson and Robert J. Hampson, presidents of three major operating groups. lacocca, as head of all auto product development, manufacturing and sales in the U.S. and Canada. is clearly primus inter pares. He could not quite conceal his delight at Knudsen's departure. When asked if he was sorry to see Knudsen go. lacocca replied. "I've never said 'No comment' to the press in my life, but ['ll say it to that one

fluent U.S. families as a convenient means to travel, go camping, take weekend outings and even long vacations." Winnebago's sales have roughly doubled in each of the past four years. The comthe last fiscal year and are expected to top \$67 million the year. Earnings increased 100% last year, to \$2,400,000

High-Priced Toys. Although the comis called "Winnebago-a-Grow Grow" by its corn-country boosters, its success did not come easily. The Forest City Development Committee, appointed by the town to woo industry, raised \$50,000 by selling stock locally. With those funds, the committee refurbished ing so-called camper coaches portable dwellings that can be mounted on nickup trucks. The venture failed, and the factory was forced to close Finally, in the U.S., and Hanson expects the market for these "high-priced toys" to grow

No Quitting, Both Hanson and Forest City have prospered. The once somnolent Main Street is bustling and not one shop is vacant. The town has a new airport, several supermarkets and no unemployment. Winnebago plans to add 600 more employees to its 1,400man work torce by next summer. The population has risen to more than 4,000

As for Hanson, his original \$10,000 investment in Winnebago has made him a multimillionaire. Anyone who spent \$12.50 to buy a share of the public company's common stock in 1965 now has. after numerous splits and dividends. stock worth \$2,250. Hanson's holdings have a value of more than \$90 million. Despite his wealth, Hanson still lives in the same modest red brick house that he has occupied for 25 years. One goal has eluded him: retirement at 55. Hanson is 56, and he says that running Winnebago is just too enjoyable to give up.





Going like sixty with little houses on wheels.

### CORPORATIONS

#### Saving a Small Town

Like many other farm towns across the country, Forest City, Iowa (pop. 2,900) was dving. The region's corn and hog farms were too small to be tilled profitably, and its greatest exports were people. Youngsters grew up and moved to nearby Minneapolis-and bevond-to find work, leaving their parents behind to rock in the sun and talk over old times

That was 13 years ago. Then the town's elders decided to fight the out-migration by bringing industry to Forest City. Today Winnebago Industries, the company a town created, has become the largest manufacturer of recreational vehicles in the U.S. Last month Winnebago, which is named for the surrounding county, placed a \$30 million order with the Dodge Truck Division for chassis and engines to build \$120 million worth of motor homes-self-propelled dwellings that combine the mobility of a car with some of the comtorts of home. Such vehicles have grown increasingly popular among afHANSON

John K. Hanson, a Forest City turniture store owner, bought up the stock at a reduced price and reopened the plant. In 1964, mistortune struck again when a fire gutted the old building. Undaunted. Hanson borrowed \$360,(HR) from the Small Business Administration and put up a larger and more efficient plant that enabled him to adopt assembly line techniques. "We build a little house says Hanson. "But we build it like they build autos. Soon Hanson spotted the demand

among campers for extra convenience on higger motor homes. It was a timely switch. His line of six motor homes now accounts for 80% of the company's sales. The smallest models, about 17 II. long -or two feet shorter than a The 27-ft, model sleeps six, has a hed-210. Last year Winnebago made some 4,000 of the 18,000 motor homes sold

\* "Motor homes" differ from "mobile homes." The latter, despite their name, are usually placed in one spot and selde

### INFLATION

### More, More, More

Inflation struck a series of exasperating blows at consumer pocketbooks last week. Manufacturers posted higher prices for autos, appliances and coffee, and the Government granted the nation's airlines an increase in fares

General Motors, the acknowledged pacesetter in auto prices, announced the largest increases in more than a decade. The window-sticker price of the average C.M. cur will go up 3.9%, from \$3,070 on 1969 models to \$3,189 on the 1970 line. The company called the rise "modest" in view of much larger increases in the cost of labor and many materials. G.M. said that \$38 of the \$119 rise was for improved equipment, such as glass-fiber-reinforced tires, larger engines and disk brakes

General Electric lifted its wholesale prices by about 3% on electric ranges, refrigerators, freezers and home laundries. General Foods' Maxwell House raised the wholesale price of coffee by 5%. The air-fare increase, approved by the Civil Aeronautics Board, will be effective Oct. 1. The average first-class tare will go up 7%, the average coach fare 31%. It will be the second increase this year for the financially ading airlines. In March, the CAB approved a 4% rise.

The U.S. consumer might think that there is no end in sight to runaway prices. Yet last week Chairman William McChesney Martin Jr. of the Federal Reserve Board told Congress that the nation is "at the tail end" of its siege of inflation. "We're making slow and steady progress," Martin insisted. "There are indications that we may be getting to the end of very high interest rates." so, but last week interest rates on shortterm Government notes jumped to still another record high. Example: 61% on a \$356 million issue of New York State tax-tree notes. The prices of many

### Hustle more cold drinks to thirsty fans between the halves One day, the frantic football fans who scramble for cold drinks at half time will have reason to smille. Eaton Yale & Townshe has an idea for a refrigarating-diversibility system to reflect the spile of the latitude of the spile of the latitude of the spile of the latitude automatically, where desired. Harried

supply multiple vending stations or coinoperated dispensers from a single source. Fans will get cold 40° carbonated soft drinks or beer many times faster than ever before. No bottles, no cases will

concessionaires will keep their cool. It's a speed-up-service idea that could be applied to all kinds of mass-feeding,

Most of our ideas become products that move man, materials and energy, worldwide . . . in the dynamic areas of transportation, materials handling and power transmission. But we also apply advanced technology to





















Round





Just about everything under the sun that goes, goes round. Tires and tapes. Pitches and puckers Orbits and olives Clocks. coins and carrousels

Round is a going shape. You'll see more Honeywell Round thermostats in homes than any other kind It's the world's most popular thermostat. When you have a round all year-round heating in winter cooling in summer automatically

The Round, like all thermostats made by Honeywell, is backed by over 80 years of experience. And dollars to donuts, you can't buy any better because in thermostats the name Honeywell is the symbol of finest quality.

So when you buy, build or remodel your home, go right. Go Round

Honeywell

industrial materials—among them copper, nickel, steel pipe, chlorine and abrasive powders—also continued to inch upward, promising subsequent increases in the cost of the goods and services that consumers buy.

### SALARIES

### Are They Overpaid Overseas?

Judged by the sum of their special live, houses of mig allowances, honuses and "hardship" pay. American businessmen working pay, American businessmen working harbard are considerably better off than their staysat-home counterparts. At least that is the conclusion of the National In-their staysath-home counterparts, At least such at the staysath-home counterparts. At least such as the staysath of the staysath of

The report prompted one West German newspaper to comment that Americans abroad are paid "ducal salaries," It has stirred a somewhat different reaction from U.S. executives in Europe "I read that and gulped hard," says Edward Roach, European marketing director for Honeywell Inc., who is transferring this month from Frankfurt to Brussels. "Only if you're willing to live like a native can you do pretty well." The trouble, according to some overseas executives, is that living like a native often means squeezing a family into a cramped apartment and doing without some amenities that Americans take for granted. "The glamorous expense account is just a cross that leads to swollen livers, nerves and family breakups, says a Pan American World Airways manager in Rome.

Costly Commuting, Americans transferred to Europe seem particularly disgruntled by the high price of food. appliances and other creature comforts. To be sure, U.S. prices are now rising at a 6%-a-year rate-considerably faster than prices in almost all European countries. But items that are inexpensive in the U.S. are often costly in Europe. In West Germany, some self-service laundries charge \$1 to wash a load of clothing. Cantaloupes often sell for \$1.75 apiece; coffee costs \$1.74 a pound. Bread costs 60g a loaf in Paris, and cigarettes are 75¢ a pack in London. A publisher in Amsterdam sold his U.S. car when he discovered that commuting to work cost \$5 a day in gas.

The greatest single dissatisfaction is the shortage of moderately priced housing considered acceptable by U.S. suburban standards. Emmet Harriss of Manhattan's First National City Bank spent \$7,500 renovating his Paris flat, but still has to budget \$800 a year for electrical repairs. The chief of operations for a U.S. oil company was dismayed to find the plumbing so erratic in his villa on Rome's Via Appia Antica that for a time he stocked hottled water for guests to wash in. When William Wyman, vice president of Booz, Allen & Hamilton, rented an apartment in Düsseldorf, he and his wife discovered that the rent was only the beginning of their housing costs. "Not only did we have no appliances, but we had to buy the kitchen sink," says Mrs. Wyman.

The practice of paying lavish allowances began years ago with the oil companies. Then it was a way of inducing men to accept jobs in Africa and the Middle East. Loday, the extras apply almost everywhere and sometimes add 50% to a paycheck. International Harvester pays its employees a honus of as much as 20% to go abroad, and Pan American grants a flat \$75 a month. General Motors expects its men to pay 15% of their salaries for rent, but the company detrays seven-eighths of anything above that level. Like many other corporations, G.M. also pays for the children's private school and flies the whole family home once every two years.

family home once every two years.

Despite all the tales of woe, few ex-



WYMAN & WIFE IN DUSSELDORF APARTMENT
The dukes don't recognize themselves.

centives seem eager to avoid tours of duty abroad. Increasingly, U.S. companies are sending promising young men, rather than veterans, to posis in their overseas divisions. Says Bouz Allen's Wyman: "The young tiger of today realizes that if he is going to be president foundrow, he needs international experience." Among such men, cash international conference, and the proposition of the properties are growing less important as is no longer a cheap place to live in. but then neither smuch of the U.S.

### ITALY

### Hens Nesting on Rocks

Italians loathe free competition, wrote Author Luig Barzini, preferring to protect themselves by rigid organization Barzini's theory is especially home out among old-guard Italian financiers. To preserve their power—and the value of their investments—they arrange for through a cory network of holding companies. Chemical-making Montecatini

Edison, Italy's largest private industrial corporation, was long the leading share-holder in both Italpi and Sade-Finanziaria, holding companies that, as it happens, control Montecatini Edison, Italmobiliare is 100% owned by Ital-cementi, an important shareholder in Bastogi, which in turn owns more than 10% of Italcementi,

As might be expected, many of these incestions financial marriages turn out to be sterile. Prizing security above all clse, Ifaly's interlocked industrial and financial trans have been reluctant to take the risks that are necessary to stimulate the country's economic growth.

At the same time, they have long wielded enough power to inhibit rivals from venture investment in Italy. The Italian stock market is controlled by

about 20 financial companies of such interwoven ownership that their directors answer mainly to themselves. So few investors care for these conditions that the total value of shares traded on the Milan stock exchange in a year barely equals that traded on the New York Stock Exchange in a week. Worse, the system has begun to bleed Italy of funds that the country needs at home. During the first six months of this year, some \$1.5 billion in capital went abroad in search of more profitable ventures. The outflow gave Italy an \$897 million balance-of-payments deficit after five years of healthy

Out of the Syndicate. The unhealthy financial system has come under attack from several fronts lately, as both the government and forward-looking private investors have sought to pry open the country longclosed business establishment. Acting through a state-owned

investment bank, the government-owned holding companies ENI and IRI quietly bought effective control of Montecatini Edison last October. Once in power, the state agencies ousted both Sade-Finanziaria and Italpi from a syndicate of controlling stockholders because the companies were owned by Montecatini.

In the private sector, a group of businessmen led by Cesare Merzagora, former president of the Italian Senate and now head of Assicurazioni Generali, the country's largest insurance firm, challenged Bastogi, a big holding company in which Assicurazioni owns a major interest. Deerving Italian financial companies as "a group of hens nesting on rocks," Merzagora's group demanded that Bastogi try to stimulate private investment rather than keep its capital in the serenits of real estate holdings. Another group, headed by Insurance Executive Ettore Lolli, joined with Tiremaker Leopoldo Pirelli to oust the conservative management of La Centrale, a holding company that had most of its \$200 mil-



lion portfolio in real estate and food. The new management has turned La Centrale toward a more active role in both domestic and foreign investment.

Sicilian Chollenge, Probably no une has done more to shake the country's old financial structure than Michele Sindona, 49, a Sicilian lawayer who came to Milan as a tax expert in 1947 and now heads a financial empire that spans three continents. Sindona, who learned how holding corporations get around larly's obsolete and cumbersome tax laws, formed his won financial company. Pacaco, and began buying and selling Pacaco, and began buying and selling

He leaped from obscurity to inter-



MICHELE SINDONA

Muscle to fight old money.

national prominence in 1964, when he took over the U.S.-owned Libby. Mc-Neill & Libby and the Brown Paper Company of Berlin, N.H. Later he sold both firms at a profit, and has since bought and sold his way to the presidency or chief executive's seat of eight companies, the vice-presidency of three others, and board membership in several more. His financial acumen stood him in good stead, last September, when he gained control of the Società Nazionale Sviluppo Imprese Industriali, a private fief of Venetian financiers, and transformed it into an international merchant bank.

Sindon's moves have shaken the confidence of the financial old guard, who now worry where he will strike next, the hopes to attract more U.S. movesment to Italy, both for joint ventures hetween Italian and American companies, and for outright takeovers of Italian firms by Americans. As Sindona sees it, that is the only way Italian business can hope to catch up with U.S. business in organization and management technique.

### HOUSING

#### Silos for Singles

Next to being in each other's company, nothing appeals to young singles like doing something really different. Three Loussylle real estate developers have announced a project that different both attractions. In a neighborhood on the fringe of the downtown area, they will assert a proper some state of the sounce of the state of the state of the sounce of the state of the state of the same of the state of the state of the same so of 20 and 30.

The three businessamen bought a big milling plant from the Pillibbury Co. for \$550,000. and the deserted 98-fthigh silos, which once stored a millhushest of wheat, were part of the deal. At first they seemed a grobel of the store of the plant of the deal. The store that the store recalls Joseph D. Travis, Travis,

unattached. "Everyone thought I was nuts," says Travis. Circular Beds. Nonetheless, he brought in Architect Jasper D. Ward,

who has a reputation for imaginative renovation. Two years ago, Ward transformed Louisville's abandoned Illinois Central Railroad station into the nostalgically appointed Actors Theater Ward concluded that the silos could indeed be converted into twelve-story apartment buildings for an estimated cost of \$2,000,000. Work will begin next January, and the first tenants are expected to move in in early 1971. Plans ing cement into forms at every level or by affixing prefabricated circles. Jackhammers will cut windows and outside balcony spaces in the battleship-gray walls, which are eight inches thick, and elevators will be installed inside. On completion, the silos will have 132 circular apartments, including 84 split-levels, each 23 feet in diameter. In addition, there will be 24 rectangular apartments in the adjoining grain elevator. Rents, including utilities and furnishings teven the beds will be circular), will range from \$150 to \$175

Nothing to Hide. Ward does not have any grand illusions about the projects' appearance. "It will look like a bunch of siles with windows and balcomes cut out every here and there." he says. "We will do as little as possible to destroy the natural form of the siles. That's the whole charm of the apartments."

Though the neighborhood is undistinguished, it has the attraction of being close to the center of town. A number of prospective tenants have already sent in cash deposits for apartments. Inevitably, the local newspaper has produced a name for the singles who will move into the silos: "flour children."

### CINEMA

### NEW MOVIES

### Torpid Last Fling

Since most men and women cannot know the hour of their death, they fritter away hours and hours of their level. But suppose one is young and knows one's death is imminent? The idea that animated Director Vittorio De Slea in making A Place for Lovers was to find the one life importative that possesses the force of death. That importative tas love—life at its mass vibrant intensity.

If the film he made had not proved to be worfully inept, its theme might have made it grand, tragic and compellingly romantic. As it is, it merely



DUNAWAY & MASTROIANNI IN "LOVERS"
Playing hooky from the sanatorium.

gives Fave Dunaway a chance for a last, torpid, tuberculous fling. TB may or may not be the unnamed mortal disease that she has. She behaves pretty much like a willful child playing hooky from the sanatorium. As her erotic partner, Marcello Mastroianni displays all the zest of a man summoned up for tax evasion. He appears to be lip-reading his English, although the script seems to find the language just about as alien as Mastroianni does. The five scriptwriters who supposedly worked on the film must have spent enough time at the water-cooler to flood a camel. The only smidgin of plot is that Dunaway makes a late abortive attempt at suicide, something the film successfully achieves after about ten minutes.

### Almost Making It

On those few occasions when people under 30 are not watching movies, they are probably off making them. At unsversities all over the country, gymnasiums have been converted into sound stages, classrooms into editing cubbies. Although most student efforts are not good enough for general distribution, an occasional film is given a finitied common control of the control of the country of the control of the cont

### If you own property...





Foreword by ELIOT JANEWAY

### Mail coupon and get this helpful booklet on Investment Property Management.

It tells how a CERTIFIED PROPERTY MANAGER® with an ACCRED-ITED MANAGEMENT ORGANIZATION\*\* can assure you maximum income and profits without the need for day to day attention.

Your AMO will maintain maximum occupancy; negotiate favorable leases; supervise collection of rentals and maintenance of property, including renovation and modernization where necessary to maintain full property value; send checks to you monthly; and provide itemized statements for tax purposes.

If you own or plan to purchase investment property of any size apartments, office buildings, stores, shopping centers, etc....you should read this valuable booklet. Send for it today.

Gentlemen: Please send me the booklet: "They Manage to Make You Money"			
Name			
Address			

of the National Association of Real Estate Boards

The Institute of Real Estate Management



### Accredited Management Organizations Everywhere THOSE IN YOUR AREA:

ARKANSAS Little Rock Block Realty Company ILLINOIS Baird & Warner, Inc

Brock Realty and Management Co. Coates-Miller, Inc. Harbor Management Company S. James & Company Ritchie Realty & Management Arthur Rubloff & Co. Sallas Realty & Insurance Seay & Thomas, Inc.

Ralph J. Silverwood, Inc. Strobeck, Reiss & Co. Sudler & Company

Quinlan & Tyson, Inc. G. Grant Dixon & Sons. Inc.

INDIANA McCray Realty Company

KANSAS Wichita JK, Inc. KENTUCKY

F. E. Whitney Real Estate Agency

Bass & Weisberg Realtors MICHIGAN

Proctor Homer Warren, Inc. Hachtel-Pollock, Realtors Piper Realty Company MISSOURI

Ferguson Mentor Realty Company Kansas City: William C. Haas & Co., Inc Hakan-Childs, Inc., Realtors Oppenheimer Industries, Inc.

Woodward & Company, Realtors Maryland Heights Sachar Corporation

Dolan Company, Realtors Michelson Realty Company Clarence M. Turley, Inc.

NEBRASKA Omaha. Maenner Company

NEW MEXICO Albuquerque:
P. F. McCanna, Inc.
Realty Corp. of Albuquerque Savage & Sganzini, Inc

Walker & Hinkle, Inc. Cincinn Theodore Mayer & Bro., Inc.

Bates & Springer, Inc. Hilltop Management Company Ostendorf-Morris Company

W Lyman Case & Co Friedman-Deems & Associates, Inc.

The Michael-Fishel Co.

Blair Realty and Investment Co. Louis Michael Realty Company OKLAHOMA

Adams & Leonard Realtors WISCONSIN Milwaukee: A. I. Grootemaat & Sons. Inc. Ogden & Company, Inc.

mercial run. A current example is a feature called Who's That Knocking at My Door?, made over a period of two years at New York University by Martin Scorsese. 26, a graduate student. The film's several weaknesses and excesses prevent it from being totally successful. But it introduces a young director who just may turn out to be one of the brighter talents of this eager new generation.

Drawing heavily on his boyhood in an Italian neighborhood in New York City. Scorsese has constructed a loose narrative about a jobless adolescent named J.R. (Harvey Keitel) and a wispy, enigmatic girl (Zina Bethune) J.R. moves in a world where Cadillacs park conspicuously in front of tenements and the guy taking his grandchildren down



KEITEL & BETHUNE IN "KNOCKING" Bright fragments of invention.

to the corner for a lemon ice is the No. 1 professional murderer on the East Coast

At parties, J.R. and his pals drink vino, play with revolvers and have a good time with "the broads." While the others amuse themselves by talking tough and riding uptown to visit the whores, J.R. shyly courts his girl on rooftops and ferries. But he cannot bring himself to violate his strict Catholic heritage by sleeping with her. When she confides to him that she was once raped, he rejects her and returns to life with his cronies on the street.

Unfortunately, that street and its milieu overshadow the relationships within, Trying to combat a basically melodramatic situation, Scorsese goes too far in the opposite direction. He diffuses the action badly, destroying a good deal of plot continuity, and overindulges in scenes with J.R. and his buddies that are of peripheral importance. The whole of the picture is less than the sum of its parts, many of which abound with vitality and cinematic invention. Scorsese choreographs his camera movements with an exhilarating, easy grace, and his dramatic use of rock 'n' roll (the film's title comes from a 1958 hit by the Genies) surpasses similar ettorts in The Graduate and Easy Rider. Such fragments are bright enough to make Who's That Knocking-and more Martin Scorsese-worth important, watching.

### Britannia Waives the Rules

To psychologists and social reformers. he may he the victim of society; to existentialists, he is a genius manqué. But to the makers of film farces, the thief is only a loyable boob.

In The Italian Job, he is Charlie Croker, played by Michael Caine with his bag of standard accessories: cockney locutions, drooping cyclids and acute satyriasis. Charlie uses tail the way some men use their country clubs-to make valuable contacts. Though he is a petty criminal. Charlie contrives to rub shoulders with the larcenist laureate of England, an elegant superpatriot of a prisoner known only as Mr. Bridger (Noel Coward). Britannia waives the rules for Bridger, who affects Savile Row threads, dines alone, and stabilizes sterling by masterminding foreign robberies from

Charlie, on parole, conceives a plan to steal \$4 million from a stronghold in Turin, Italy, Mr. Bridger finds it a simply wizard idea and puts up expense money. Alas, Charlie's elephantine ambitions arise from a gnat-sized intellect. His gang is so crooked that none of them can drive straight. They wreck cars, argue with each other, assault fat ladies on the Turin buses and infuriate the Mafia by treading on its turf. Throughout, Charlie's eyes remain at half-mast: his lassitude finally lulls the crooks, the polizia-and the audience, Caine and Coward play a splendid game of verbal tennis, but by the final reel the laughs are lost in an anthology of dull and deafening car chases.

From Big Deal on Madonna Street to How to Steal a Million, film makers have been trying to perfect the genre known in the trade as "caper comedies. films which center around a masterminded robbery. Like most criminals. however, the creators expend all their energies on the heist and not nearly enough

### Only Geography

Once upon a time, Hollywood was a town without a country. To portray small-town America, camera crews would generally go no farther than the studio lot, where an idealized Main Street stood gleaming in the California sun. It is much to the credit of Director Francis Ford Coppola that he refused to accept that kind of prefabricated fakery. Bundling a handful of actors and technicians into a fleet of cars, he drove from New York to Colorado, filming a story about a young married woman on the run from responsibility. The result, called The Rain People, has such a strong sense of the U.S. as a dramatic character that Coppola's people tend to melt into the landscape Natalie (Shirley Knight) wakes one morning to a soot-gray New York dawn. turns away from her husband, stares at the ceiling, then makes a quick, silent decision. After a shower and a visit to her parents, she begins her odyssey. Calling her husband from a gas station on the Pennsylvania Turnpike, she announces that she is frightened, confused and pregnant. She loves him but wants time to think. So she drives slowly through a Pennsylvania autumn, picking up a hitchhiker named Kilgannon (James Caan) who turns out to be a retarded college-football player with a plate in his head. He has been promised a job by the father of an old college girl friend. but the girl's family greets him with ridicule. Another job as a handyman on



CAAN & KNIGHT IN "PEOPLE" Lighter-than-air dramaturgy.

a reptile farm falls through when Kilgannon becomes so frightened of losing Natalie that he starts to let the animals out of their cages. He even interrupts Natalie's assignation with a Nebraska motorcycle cop (Robert Davall). provoking an improbable denouement that obviously wanted to say something about violence in America but winds up merely as death by cinematic accident.

Coppola's other films (You're a Big Box Now, Finian's Rainbow) have been overloaded with a kind of lighter-thanair dramaturgy, and The Rain People sadly falls victim to similar sentimental pretentions. The relationship between Natalie and Kilgannon derives from Of Mice and Men, and much of the dialogue is sophomoric Salinger, as when Kilgannon explains that "the rain people are people made of rain. When they cry, they disappear altogether because they cry themselves away." the geography is simply splendid. Coppola seems to sense that lying between the Hudson River and the Rockies is the greatest film set in the world. If only he could have used it to better dramatic advantage.

#### VARITE CAL



CARICATURE OF THOMAS CARLYLE



MATTHEW ARNOLD



### The Caxton Constellation

THE RISE AND FALL OF THE MAN OF LETTERS by John Gross. 322 pages, Macmillan, \$8.95.

"Pijabrook" was the way Victorian Critic F. J. Furnivall referred to Al-gernon Charles Swinburne. The poet wrote of Furnivall as "Brotheddyke." Vituperation, however, has gone out of style in literary controversy, and it is the thesis of British Critic John Grow that this is a pije. If men don't lose the work of the

Gross has had the excellent idea of passing in review a long file of "men letters" from Francis Jeffrey and Thomas Carlyle to T. S. Eliot and F. R. Leavis who agreed on nothing but shared a belief that their literary squabbles were deadly serious engagements in a battle for the keys to the kingdom of the mind. Scientists, today's high priests, may regard their theories as the most important thing on earth: after all, there is the conquered moon to prove it. But once Carlyle could say. and be believed, that the man of letters is "our most important modern person." Since then, something has happened to reduce the bookman to a mere bookworm. The man of letters, according to Evelyn Waugh, belongs to an extinct species-like maiden aunts.

Literary Thunderheads. For Gross's purposes, "men of letters" are critics and journalists-as distinguished from novelists, poets, playwrights and other creative persons, though countless creators served as men of letters too. His well-read line of English literary men should really be traced back to Dr. Samuel Johnson, whose Lives of the Poets began the great industry of literary criticism and gossip. But what began with a bang (Johnson was capable of no lesser noise) is clearly ending in a whisper. Between Johnson and Eliot lay the great age of the literary thunderheads, roughly dated between the end of the Napoleonic Wars and the onset of World War I. Then boomed and flashed the resounding literary quarterlies, the influential journalists, the great prophet-critics like Coleridge, Carlyle, Walter Bagehot and Arnold, Such cloud-capped, towering judges of culture and anarchy have dissolved in today's bland intellectual climate. But in their heyday. English men of letters could claim, in Gross's phrase, to have "written a collective biography of the national mind."

A critic-poet like Arnold could and did speak commandingly of anything and everything from various translations of Homer to Home Rule for Ireland. If he ransacked the past for a phrase like "sweetness and light" (attainable by an elite marked by good will and cultivation), his use of it ensured that it

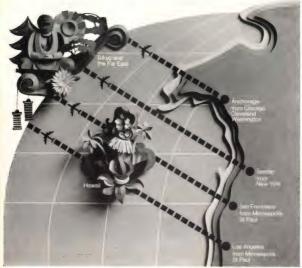
would pass into the English language -first as a slogan, then as a derisory enithet. Those were the days when the aesthetic theories of literary men like William Morris and John Ruskin could be incorporated in a revolutionary social program. Eliot was perhaps the last figure to achieve the aura of the great man of letters. His quarterly Criterion, at any rate, was almost the last literary review (among more than 100 critical philosophy. But by the 1930s the Criterion's High Church Torvism ran fatally against the tide of history and fashion. Eliot was leading the critical pack when he dressed down Milton in order to dress up Donne. But the serene hierarchical cultural society for which he naturally yearned failed to make its bow.

Among literary editors, the greatest was the "blatant beast." Frank Harris, amateur pornographer and Shaw biographer. Harris was too cynical to want his Saturday Review to create a school of criticism—as the Criterion and F. R. Leawis Seruinty were to do. But his "chorus of insolent reviewers" included almost every great Edwardrain writer.

Gross's fascinating, if disorderly, progress is strewn with unsung heroes of letters who stick in the memory. One such was W. E. Henley. Respected in his day as an editor with an ungovernable temper. Henley is now mainly forgotten as the poet with an "unconquerable soul." The haunted poet-critic James Thomson, author of The City of Dreadful Night, appears in these pages as a starving journalist subject to suicidal depressions and alcoholism, an outcast man of letters slogging across London to attend George Eliot's funeral only to be confronted by an impenetrable mushroom colony of wet umbrellas. Naturally, G. K. Chesterton turns up as an archetype of the prewar Fleet Street literary man, wittily promoting through the industrial smog a preposterous ideal of Merrie England

Mafia Cults, Gross, curiously enough, regards Chesterton as a wittier man than Oscar Wilde. Chesterton was also one of the last great journalistic freelancers. Gross points out that making a steady living solely as a literary critic. for years easy to do in England, has been impossible since World War II. Yet the decline of economic opportunity seems to be a symptom rather than a cause of the decline of the man of letters. As a former English-teaching don at Cambridge, Gross knows and documents the depressing effect on literary delight of modern scholarship in the Mafia cults of the U.S. and the U.K. "Think of the atmosphere of suspicion."

"Think of the atmosphere of suspicion."
he writes. "implied by the habit of fitting out the most trivial quotation with
a reference as though it were applying
for a job." In England, the teaching of
"Eng. lit." is a relatively new thing, (Ox-



### 4 great ways to the Far East. All Northwest!

For 22 years, Northwest has been the fastest way to the Far East — ever since we pioneered the shortcut North Pacific routes via Seattle and Anchorage.

Now, we have introduced a third route to the Orient with daily jet service from San Francisco to Hawaii and Tokyo. And in October, subject to approval of the governments concerned, we will be flying daily jet service from Los Angeles to Hawaii and Tokyo.

Four great ways to go, connecting 38 U.S. Cities with Hawaii and the Orient. 35 flights in week. All Northwest.

Our new San Francisco/Hawaii route. Leaves San

Francisco every day at 1:00 pm.

Our new Los Angeles/Hawaii route.\* Daily from

Our new Los Angeles/Hawaii route.\* Daily from Los Angeles at 11:00 am.

Our New York/Seattle route, 14 flights a week, 7 nonstops from New York at 9:30 am, 7 from New York at 2:55 pm via Chicago . . . all nonstops from Seattle. Or fly from Seattle to Hawaii and on to Tokyo.

Our Washington/Cleveland/Chicago/Anchorage route. Shortcut route from the east. Daily flight leaving

Nashington at 9:00 am.
Call your travel agent or Northwest Orient.



\*Los Angeles service subject to the approval of government



ford, for instance, did not have an English-literature department until 1885.) Before that, young men, educated in the classies and sciences, were expected to pick up reading in their own tongue as naturally as they learned to order dinner.

"English [studies]," sniffed one history don, "chatter about Shelley." George Saintsbury, who died in 1933, is an early example of the disease of scholarship. "A journalist transformed in middle age into the most venerable of professors." he became for generations of students the "supreme exponent of English lit." He was also the classic exemplar of the winetaster theory of literature. Saintsbury, indeed, wrote with equal learning and authority on poetry and nort but, alas, as if they were the same sort of thing. Pundits who teach poetry as a matter of the palate-or of professional gain-naturally detest and fear a creative man of letters like Ezra Pound, to whom poetry was a passion in which the soul was engaged in mortal questions of great consequence. Sir Edmund Gosse, for instance, a pompous Edwardian booktaster of great influence and reputation, once referred to Pound as "that preposterous American filibuster and Provençal charlatan." Gosse's dislikes were cordially returned. The young Evelyn Waugh saw Gosse as an "ill-na-

New Dark Age. Are we (as Marshall McLuhan threatens or promises) on the verge of a nonverbal age, when Samuel Johnson, Coleridge and the rest will be no more intelligible than hippopotamus snorting and snuffling in jungle muck? Are we on the verge of a new Dark Age of universal literacy in which the mind, and the longing for the pleasures of literature, will drown in a plethora of print? Gross quotes the new attitude as described by a Kingsley Amis character: "If there was one thing which Roger never felt like, it was a good read." Have science and the new near disciplines like sociology-not to mention the sheer accumulation of modern knowledge that he cannot hope to assimilate-made the humanist man of letters obsolete, permanently inferior as "the last amateur in a world of professionals"?

tured habitué of the great world." "I longed," he added, "for a demented

lady's maid to make an end of him.

Gross raises such questions in a wideranging epilogue, answering them all with a graceful, regretful, thoroughly qualified "maybe." He more or less accents the McLuhanite theory that the art of communication is passing from the straight, hard linear man of the Ciutenberg Galaxy into the noisy psychedelic womb of sound, sensation, sniff, touch and hash. But he does not accept it gladly, and the later stars in the Caxton Constellation (an English group in Gutenberg's inky way) do much to disprove his own thesis. Paradoxically, too, so will his book itself, at least temporarily, if it achieves the wide attention it deserves. "Chatter about Shelley may be contemptible, but Shelley's chatter v is often more important than most men's theses. Even lately George Orwell's essays and memoirs have achieved an influence likely to persist beyond 1984. Letters and men of letters are declining, but they are not yet entirely fallen. A shooting star or two may still be seen with the naked eye.

### The Softer They Fall

FAT CITY by Leonard Gardner. 183 pages. Farrar, Straus & Giroux. \$5.50.

Characters in boxing fiction rarely graduate beyond caricature. The manager is an insensitive swine; for a month's supply of subway tokens he would send a fighter up against a mountain slide. The fighter, swimming up from eesmonic backwaters, is a supreme dolt and an exploited object of surface pity. Then comes the trainer, faithful as a



LEONARD GARDNER
Deprived of all protective shadows.

mutt. Behind them all sits the omnipotent syndicate, whose generals eat pheasant under glass and meticulously avoid the sauce stains.

Such figures, no doubt once true enough, are most quite dated. Today's manager is a beaverals scuffler who stass in boxing only because it is the life, he know. The fighter often tells the manager what is do. He may still enough the manager what is do. He may still density and some inner reach toward identity, but he susually does not accept pain and futility for long. If he does say in and doesn't make it, as Leonard Gardner shows in this moving and perceptive first novel, the will find the modification of the still density and the modification of the still density and the modification of the still density and the still density a

Unlike the army of Hemingway romanticists who cultivate fighters to show off their feel for the sport. Gardner has a real understanding of the ring and the nameless people who are scarred by it. With a poetic touch and dry swift phrasing, he has created a remarkable portrait of a marginal, subterranean world in which two fighters and a manager occupy numbing neutral corners in the struggle for life.

The place is Stockton, Calif., a city filled with a litter of lost people, most of whom pile on urine-smelling buses each morning and head for the onion, peach or walnut fields for a killing day on skinny wages. Gardner's three characters are grafted to this landscape. An aging (29) lightweight, lush and former local contender. Billy Tully grieves over his split with his wife, who occupies his flophouse dreams and gives him a convenient excuse for not fighting. Then one day, finding himself in a Y.M.C.A. gym, he meets Ernie Munger, an 18-year-old would-be welterweight and sends him to his own long-suffering ex-manager, Ruben Luna. This should be some sort of beginning. But the three are going precisely no place. Tully dries out for one more fight. He wins-but finds his victory meaningless. He wanders the streets realizing that he is a bum. The deprivation of his life is somehow symbolized by the memory of sleeping in a park with other derelicts while city workmen cut down the trees that have provided them with protective

Morks of Hell. Gardner's fight talk is brilliarly securate. The true pathos of fighting as a subsistence trade, he shows, comes not from scheming and exploitation but from the slow cerruption to the state of the s

### The Cardinal's Virtues

RICHELIEU by D. P. O'Connell. 436 pages. World. \$10.

It was the worst of times: the fiest half of the 17th century. Spain rotted. The German principalities writhed. Swedne, France, Spain and even Switzerland were seething with religious mania. The European peasantry was regularly picked over by tax collectors and aim-less hands of soldient educabed from all allegiance. Trade patterns kept collapses weight of the property of the patterns kept collapse weight of the patterns kept collapse weight of the patterns kept collapse weight of the continent. But there was nothing, apparently, strong enough to winch it and to significant the patterns when he are the patterns weight of the continent. But there was nothing, apparently, strong enough to winch it and to significant the patterns and the patterns are the patterns are the patterns and the patterns are the patterns are the patterns and the patterns are the patterns

Yet week a force was being created, and on the Continent its principal insentor was the despised and sickly raincalist, Cardinal Richelieu. What Richelieu devised at home was the mod-mitter groupen state. France was his working model, and as its most powerful with the properties of the properties of



This tire has 40,000 test miles on it. But it can still survive this impact test. The new Super Shell HP40. It can still take it when it's an old Super Shell HP40.







## coffee, tea or me

of a weakened, fragmented Europe, soon to be dominated by France. The Cardinal also devised, as Historian O'Connell relates in this clear and remarkably sympathetic study, a code of royal morality to stiffen Louis XIII's spine and soothe his own (in O'Connell's view) active conscience. To protect his subjects, Richelieu lectured Louis, a sovereign must first protect the state. When the state is threatened, the first consideration is not to ensure justice but to remove the threat. Sadly, the headsman could not eliminate the doubts of rivals and traitors; happily, he could turn them into abstractions

L'Eminence Grise. It is hardly possible to overstate the treacherous confusion that Richelieu's Europe presented to any would-be diplomat. The Thirty Years' War (1618-48) turned much of the Continent into a wasteland. Alliances flickered on and off like fireflies. Richelieu did his work, too, in a time of witch burning and archaism. His very closest adviser and friend, a shrewd Capuchin named Père Joseph (for whose shadowy role the title Eminence grise seems to have been invented) was entirely obsessed, for example, with a vearning to renew the crusades against

the infidel.

French social order ensured disorder. Soldiering and conspiracy were almost the only trades open to the younger sons of an already partly superfluous nobility, and many of them saw fit to follow both. Friction between Huguenot and Catholic never really ceased. Conspiracies against Louis and Richelieu coagulated regularly around Gaston, Louis' vain and frustrated younger brother, and Marie de Medici, their harridan mother

Richelieu foiled most of his enemies, including his great rival, the Spanish Minister, Olivares. After Richelieu had outmaneuvered him. Olivares blandly offered his angry king, Philip IV, a choice 17th century sophistry: "God wants us to make peace, for He is depriving us visibly and absolutely of all means of war." The great Cardinal outwitted himself, however, when he subsidized the warmaking of the fanatic Swedish Protestant, Gustavus Adolphus, Richelieu counted on Gustavus to harry the Austrian Hapsburgs, which he did. But the Cardinal was unable to keep Gustavus leashed, and until the Swede's death in 1632 at the battle of Lützen, he was a growing threat to France. The passionate Gustavus, as O'Connell observes, was unable to tell the difference between religion and politics; and the cerebral Richelieu, who was accustomed to making the distinction, failed to understand that trait in Gustavus

Migraine and Piety. To contemporaries-and to later observers, Richelieu himself was equally hard to comprehend. A crossbreed of the middle-class and the impoverished country gentry, he had social ambitions and possessed extraordinary charm. Yet he was without humor. He could play the guitar, He kept 14 cats. He suffered the torments of migraine, piles and piety-O'Connell at least grants him piety, though he often has been considered a great hypocrite. He was certainly a ruthless schemer all his life. After receiving a bishopric through family connections, at the age of 21, he used his clerical rank and tiny diocese as a steppingstone to power. He maneuvered for years to become First Minister of France, and in his early days was even party to Marie de Medici in her conspiracies against Louis XIII, who at that time seemed hostile as well as inadequate as a potential ruler of France.

"He fears hell," a fellow cleric once summed up Richelieu, "he loves theology, he does not entirely lack interest



RICHELIEU & HIS CATS To stiffen a sovereign's spine.

in the things of God, but in the final analvsis his kingdom is of this world." The judgment is thoughtful, and O'Connell, an Australian professor of international law, endorses it. He sees Richelieu as a remarkable pragmatist who "combined in a completely unique fashion an iron resolution and a gift for seeing both sides of a question."

The iron churchman died in 1642 at the age of 57. He reminded Louis XIII, who visited his deathbed, that he was leaving France "in the highest degree of glory and of reputation which it has ever had, and all your enemies beaten and humiliated." Then he asked the King to appoint the Italian papal diplomat Mazarin his successor as First Minister. Louis, O'Connell believes, probably never liked Richelieu. Almost no one did. But the King fed the dying Cardinal two egg yolks with his own hand. A few hours after the Cardinal's death, Louis told Mazarin of his appointment.



### Nation's largest privately financed building project

PHASE I, completed in 1966 at a cost of \$400 million, included highly instrumented hot-sheet mill, cold-rolled sheet and tin mill complex, and a plate mill at our Burns Harbor plant.

PHASE II, now under way, represents an investment of more than \$500 million for facilities that will enable the Burns Harbor plant to produce its own steel . . . a blast furnace, two basic oxygen furnaces, coke ovens, slabbing mill, and auxiliary facilities.



Addition of steelmaking facilities at Burns Harbor, Indiana, will provide still better service for steel users in Mid-America.

On Lake Michigan, just 30 miles east of Chicago, Bethlehem Steel is investing nearly \$1 billion in a new plant to produce 2 million tons of finished steel annually. Right now, this plant is rolling steel sheets, plates, and timplate from steel shipped in from other Bethehem plants. But by 1970, Burns Harbor will have its own iron and steelmaking facilities. And as the needs of our customers grow, so will our capacity to serve them . . . from Burns Harbor and from our eleven other plants.

BETHLEHEM STEEL



Man Alive.

He's a Dale Carnegie Course graduate.

He's alive to new ideas, new associations, new friends, new challenges—and there are more than a million like him!

The Dale Carnegie Course taught him, as it can teach you, the art of effective personal communication, how to project yourself into the life and work about you, how to understand others and motivate them.

Knowing that your communications channels are open and clear helps you think under pressure. Being able to make yourself understood enables you to get along better with others, generate enthusiams, enjoy respect and recognition.

The inner security and self-fulfillment the Dale Carnegie Course can bring you may even help you earn advancement in your job, but don't let this be the only reason for taking the Course.

Like to know more? Write us today.

### DALE CARNEGIE COURSE

SUITE 499T • 1475 FRANKLIN AVENUE • GARDEN CITY, NEW YORK 11530

# We can prove it's worth the extra money.

Old Taylor is not the only premium-priced Bourbon in America. But it does happen to be the top-selling premium-priced Bour-

There are about six different reasons for that. Before you pay an extra sou for Old Taylor, you should know what they are.



1. Old Taylor was created by an authentic genius. Col. Edmund H. Taylor, Jr. was easily the foremost Bourbon distiller in the late 1800's. Old Taylor is his crowning achievement. There's only one Old Taylor, simply because there was only one Colonel.



a 3. If you think you're paying a kingly price because we distill in a castle, you're mistaken. We make Old Taylor here not because it's a castle, but because it's near the delicious lime force spring the Colorida of the colorida is a construction of the colorida of the



2. People (droves of them!) tried to copy Old Taylor. Finally, in 1909, an angry Col. Taylor changed the color of his label to a distinctive yellow, and printed a warning to would-be imitators where they couldn't miss it. That took care of

THIS YELLOW LABEL IS IN EXCLUSIVE AND CONCLUSIVE USE



### OF TOPMOST CLASS

5. The three words above are not a swinging slogan. But Col. Taylor put them there, and we haven't changed them any more than we've changed his Bourbon.

We still use the same costly small grains, still tend our mash as lovingly, still do everything just as he did it. Who are we to contradict a genius?

6. Taste it.

Old Taylor. What the label can't tell you, the flavor can.

OLD TAYLOR